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# *Socio Economic Profile of East Staffordshire*



*Corporate Services  
February 2008*

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## Summary Statistics

- In 2001 East Staffordshire's population was 103,770 and by 2006 it had increased by 3.8% to an estimated 107,700. This is in line with the population projections, which predict a 14.2% growth rate between 2004 and 2029 to a population of 121,200.
- 6.1% of the Borough's population were from an ethnic minority in 2001. This had increased to an estimated 6.7% by 2004 and with the expansion of the EU it is very likely to continue.
- 80.5% of residents of working age are economically active, which is above national and regional rates.
- According to the Census 'managers and senior officials' is the largest occupational group for Borough residents, accounting for 15.1%, followed by 'elementary' occupations (14.7%).
- However, the Annual Population Survey 2006 identified 20.0% of those in employment are managers and senior officials, which is above regional and national comparison rates and elementary occupations has fallen to 10.6%, which is below regional and national comparison rates. It should be noted this survey is sample based.
- The number of people employed within East Staffordshire increased by 15.1% between 1998 and 2006 to reach a figure of 55,500. This is above the national and regional increase.

- 70.9% of local employment is full-time – the structure of the local workforce is slightly more traditional, with more male full-time employees.
- East Staffordshire residents earn £21,624 per annum (median gross 2007), which is more than £2,600 less than the England & Wales average.
- Unemployment stands at 1.4% (January 2008), which is lower than the regional and national rates. Youth unemployment is high and accounts for 32.0% of the total unemployed, however just 7.2% of all claimants are long term unemployed
- Around 55,500 people are employed in East Staffordshire (2006), which is a 6.1% fall on the 2005 figure.
- Distribution, hotels and restaurants is the dominant sector in terms of employee numbers, accounting for 23.5% of the workforce.
- Manufacturing continues to fall and is now the third most dominant industrial sector, accounting for 21.1% of all employees. However, this is still above county, regional and national rates.
- In terms of the number of businesses (as opposed to the number of employees) the Borough is dominated by two sectors - distribution, hotels and restaurants (30.9%) and the banking, finance and insurance sector (28.5%).

- By the end of 2006 East Staffordshire had 3,740 VAT registered businesses, which is a 17.1% increase since 1998.
- Financial intermediation has seen a 50.0% rise in the number of VAT registered business units since 1998, whereas manufacturing and agriculture have fallen by 13% and 8.7% during this time.
- 63.8% of employees work in firms with less than 200 people. Just 1% of companies employ more than 200 employees but this 1% employ 36.2% of the workforce.
- The average property price in East Staffordshire was £153,506 between July and September 2006.
- 91% of East Staffordshire pupils achieved level 4+ in Science at Key Stage 2, 78% did so for Maths and 82% for English.
- 68% of East Staffordshire pupils passed 5 or more GCSEs at grades A\*- C which is above county and national averages.
- 53% of pupils passed 5 or more GCSEs at grades A\*- C including English and Maths, again this is above county and national averages.
- The GCE/VCE post 16 education results for 2007 are below county and national averages.
- 24.6% of East Staffordshire's working age population have poor literacy skills and 25.8% have poor numeracy skills.
- 61.8% of employed local residents drive themselves to work.
- According to the Census 17.1% of residents live with a long-term limiting illness and 7.9% described their health as not good. There is a higher incidence of LLTI and poor health amongst the BME population.
- 10.0% of the local population provide unpaid care.
- 20,180 East Staffordshire residents claim the State Pension, and this is set to increase with the ageing population.
- The highest claimant rates for Disability Living Allowance, Incapacity Benefit, Income Support and Job Seeker's Allowance are within the Burton upon Trent wards.
- The Index of Deprivation 2007 found two lower super output areas (small geographical areas) in the Borough are in the top 10% most deprived areas in the country. These are located within Eton Park and Shobnall wards.
- 23.3% of households do not have access to a car or van.
- 10.6% of primary school children and 7.6% of secondary school pupils are eligible for free school meals.
- Violent crime is the most common crime recorded by the police in the Borough at 22.1 per 1,000 population. This is above the England and Wales figure of 19.3 per 1,000 population.

# Introduction

The following report looks at the most recent socio and economic statistics for East Staffordshire. Its purpose is to review and monitor how the Borough's economy has developed over recent years.

Comparison of the indicators has been carried out, where possible, against county, regional, national and, in some cases, adjacent authority areas.

The Borough of East Staffordshire covers a predominantly rural land area with many villages and the two main towns of Burton upon Trent and Uttoxeter. Almost three-quarters of the population (72.5%) live in these two main towns. However, they form just 12.2% of the total land area of the Borough.

## Ward Boundaries

On 1 May 2003 many of the ward boundaries across East Staffordshire changed and the total number of wards was reduced from 25 to 21. Fortunately the 2001 Census is based upon the new ward boundaries, however the changes can make ward level comparisons with earlier data, for example the 1991 Census, difficult.

**Alison Gardiner**  
Corporate Officer (Research)



# Population

## Population Figures and Estimates

According to the latest Census the population of East Staffordshire was 103,770 in 2001. This represents an increase of 6.9% since the 1991 Census, which is far greater than the 2.8% growth between 1981 and 1991. There is no one specific reason for this, however a major influence has been the increase in migration. Comparison of population changes in the East Staffordshire area with county, regional and national levels reveal that the Borough has had a much more significant change in its population. Between the Censuses of 1991 and 2001, the East Staffordshire population increase of 6.9% was significantly higher than the county (2.6%), regional (2.3%) and national (4.4%) growth rates.

The gender divide in 2001 remains very similar to that in 1991. The population is split between males at 48.8% and females at 51.2% compared to 51.1% female at the time of the 1991 Census.

The Office for National Statistics (ONS) produces Mid Year Population Estimates. East Staffordshire's population in 2006 was estimated to be 107,700 – a growth of 3.8% since the 2001 Census. Once again this is higher than the national (3.2%), regional (1.9%) and county (2.0%) growth rates during this time. An estimated 50.7% of the 107,700 are female.

The latest population estimates at ward level are for 2005. Due to ward boundary changes it is not possible to look at ward level change over a long period; however, change can be measured

since 2001. The table below shows the change over this time. Crown experienced a very significant growth rate of 32.2%, whereas the populations of Heath and Stapenhill are thought to have decreased in recent years.

**Table 1: Population Change 2001 to 2005**

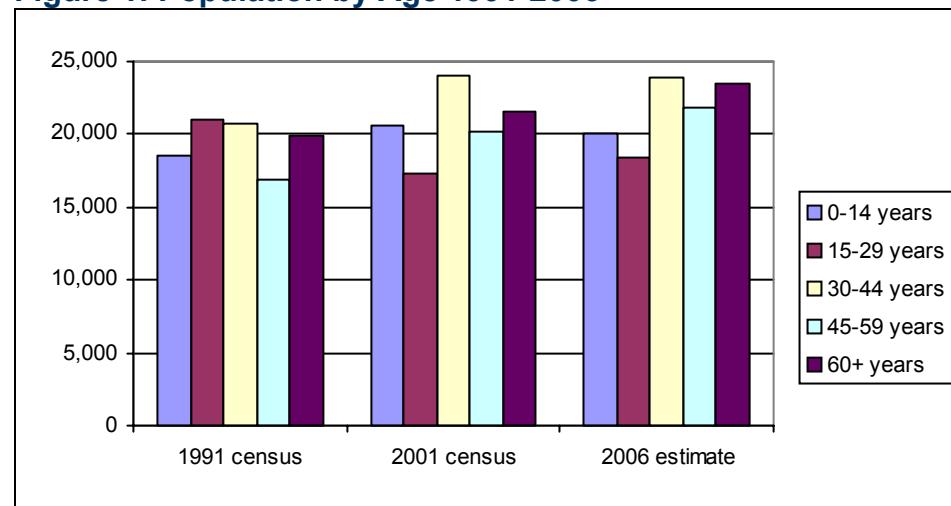
	2001 Population	2005 Estimate	% Change 2001 - 2005
East Staffordshire	103,770	107,493	3.6
Abbey	2,722	2,790	2.5
Anglesey	5,835	6,032	3.4
Bagots	2,468	2,573	4.3
Branston	7,040	7,209	2.4
Brizlincote	5,087	5,260	3.4
Burton	2,127	2,468	16.0
Churnet	2,462	2,698	9.6
Crown	2,532	3,348	32.2
Eton Park	5,378	5,399	0.4
Heath	6,049	6,005	-0.7
Horningslow	7,828	7,837	0.1
Needwood	5,386	5,463	1.4
Rolleston on Dove	3,134	3,233	3.2
Shobnall	6,130	6,366	3.8
Stapenhill	7,900	7,790	-1.4
Stretton	7,763	7,914	1.9
Town	5,974	6,512	9.0
Tutbury & Outwoods	5,260	5,623	6.9
Weaver	2,090	2,113	1.1
Winshill	8,115	8,168	0.7
Yoxall	2,490	2,692	8.1

Source: Office for National Statistics © Crown Copyright 2007

## Age of Population

Figure 1 shows the Borough's population divided by age groups. In keeping with recent trends, the 45-plus age groups continue to increase, stressing the maturing nature of the local population. In particular, the 45-59 year age group has increased in size by 29.5% since 1991 and the 60+ age group has increased by 17.8% during this time. In contrast the 15-29 year age group has decreased by 12.3% over the whole period, although it has shown an increase in numbers in the last five years. Despite this recent turnaround the 15-29 age group now forms the smallest proportion of the total population (2006), whereas in 1991 it formed the largest proportion. However, the same is not true for the youngest age group, the 0-14 years, which increased by 7.7% between 1991 and 2006, although the figure has fallen since 2001.

**Figure 1: Population by Age 1991-2006**



Source: 1991 & 2001 Census Area Statistics, 2006 Mid Year Estimates

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This ageing population is not restricted to East Staffordshire; it is a national trend and is the result of declines in the fertility and mortality rates. However, since the late 1990's, international migration into the UK has become an increasingly important driver of population growth and is certainly true given the recent expansion of the European Union. This may affect the age structure of the population in coming years.

## Age of Population by Ward

Changes in ward populations since the 1991 Census are difficult to monitor due to the ward boundary changes, however, comparisons can still be made of age breakdowns across the new wards.

In East Staffordshire, there is a slightly higher proportion of people aged under 16 than there are aged over 60 (21.2% v 20.8%). However, this is certainly not true across all wards. The table below shows some wards within East Staffordshire with widely different age structures to the Borough average.

As the table shows the rural wards are more likely to have a higher proportion of residents aged over 60. This is in direct contrast to the Burton upon Trent wards where the tendency is for the population to be younger, with almost a quarter of residents aged under 16 in two wards – Anglesey and Eton Park. In Anglesey, this young population combines with a high proportion of people from an ethnic minority. East Staffordshire is in the top 20 percentile nationally for the proportion of people aged under 16.<sup>1</sup>

<sup>1</sup> Local Futures

**Table 2: Age Profile of East Staffordshire Wards in 2001**

Ward	% Aged 60+ Years	% Under 16 Years
Rolleston on Dove	28.3	18.3
Crown	25.4	17.9
Tutbury & Outwoods	24.9	18.0
Weaver	24.4	19.4
Yoxall	24.3	17.4
Horningley	24.1	22.0
Needwood	22.9	19.2
Bagots	22.6	18.7
Churnet	22.0	20.8
Stapenhill	21.9	21.5
Winshill	21.6	22.3
Burton	20.8	18.7
East Staffordshire	20.8	21.2
England	20.8	20.2
Abbey	20.4	19.7
Heath	20.3	22.7
Stretton	19.2	21.4
Town	18.8	21.0
Shobnall	18.8	24.4
Brizlincote	17.9	21.0
Anglesey	16.7	24.5
Branston	16.5	20.5
Eton Park	16.4	24.3

Source: 2001 Census Area Statistics

**Religion**

For the first time a question was included in the 2001 Census on religious beliefs. Over three quarters of East Staffordshire's residents stated their religion to be Christian, significantly above the England average but below the Staffordshire figure.

Islam accounts for the second highest proportion with 4.0% of the population stating they are Muslim, which is just below the 4.1% across the West Midlands.

Buddhist, Hindu, Sikh, Jewish and 'Other' all accounted for less than 1.0% of the local population each.

**Table 3: Percentage of Residents by Religious Belief - 2001**

2001 Census	Christian	Muslim	No Religion	Religion Not Stated
England	71.7	3.1	14.6	7.7
East Midlands	72.0	1.7	15.9	7.5
West Midlands	72.6	4.1	12.3	7.5
Staffordshire	80.1	0.8	11.7	6.7
East Staffordshire	77.5	4.0	11.5	6.3

Source: 2001 Census Area Statistics

The 2001 Census of Population showed that nationally, Muslim families had the largest number of children. In East Staffordshire the highest number of Muslims are located in Anglesey and Shobnall wards, which also have relatively high proportions of their population aged under 16.

## Ethnicity

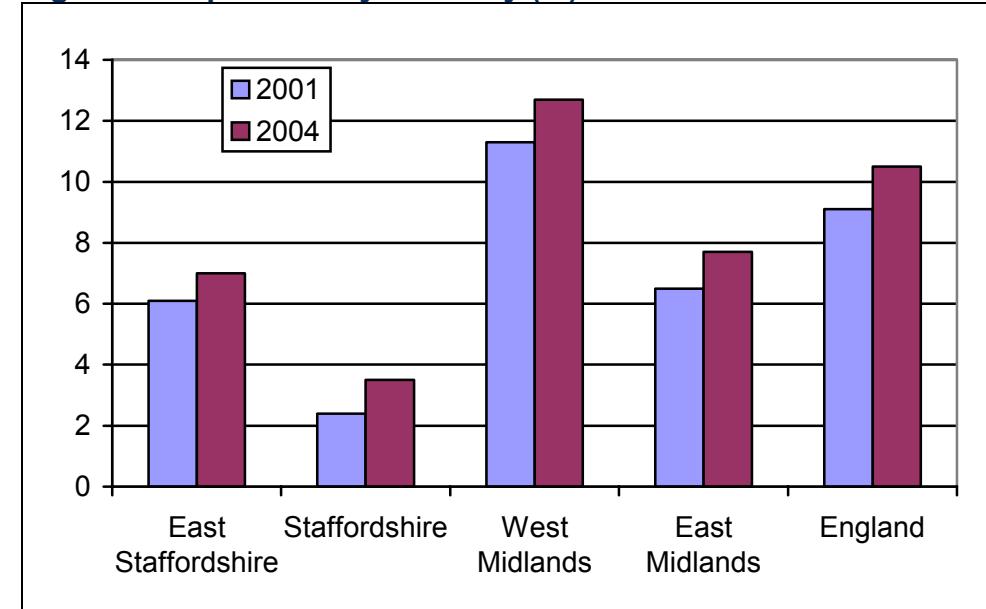
The black and minority ethnic (BME) population of East Staffordshire increased between 1991 and 2001. In 1991 it represented 4.2% of the total population but by 2001 this had increased to 6.1%. This is significantly higher than the Staffordshire figure of 2.4% but it is below the UK average of 7.9% and the West Midlands regional average of 11.3%.

However the Borough's BME population is concentrated within Burton upon Trent where one in nine residents (11.1%) are from an ethnic minority (9.0% in Greater Burton). This is similar to the West Midlands average of 11.3% and is significantly above the Borough average of 6.1% and the England average of 9.1%.

In fact there are four wards in East Staffordshire that have a BME population above the Borough average and these are all located within Burton upon Trent: Anglesey, Burton ward, Eton Park and Shobnall. All four of these wards have an ethnic minority rate of above 10% and in two of the wards the BME population makes up a quarter or more of all residents – 28.4% in Anglesey and 25.0% in Shobnall.

The Pakistani community is the largest BME group within East Staffordshire, accounting for 3.7% of the population, representing over 3,800 residents (2001 Census). This is greater than the West Midlands proportion where 2.9% of the population are Pakistani residents.

**Figure 2: Population by Ethnicity (%) – 2001 and 2004**



Source: 2001 Census Area Statistics, 2004 Estimated Ethnicity Statistics

The Office for National Statistics has produced ethnicity estimates for 2004. The figure above shows that the proportion of East Staffordshire's BME residents has increased to 6.7%, which although is still significantly above that of Staffordshire, still remains below the regional and national rates. However, since these experimental statistics were calculated the EU has been opened further and this has resulted in an increased number of European migrants, particularly from Poland, living and working in the Borough.

Population figures from the 2001 Census found:

- 6.1% of East Staffordshire's population are from an ethnic minority.
- The BME population makes up 11.1% in Burton upon Trent and 9.0% in Greater Burton.
- BME residents are concentrated in Burton upon Trent, with two wards having a BME population forming a quarter or more of the total ward population.
- A young BME population – rates generally tend to be higher in younger age groups (10.6% of those under 16 and 10.8% of those aged 16-24 are from a BME group).
- Over half (53.6%) of all BME residents in East Staffordshire are under the age of 25 years compared to 29.2% of white residents.
- 88.2% of BME residents are under the age of 50 years compared to 64.8% of white residents.
- East Staffordshire is in the top 20 percentile nationally for the proportion of the population from an Asian or British Asian background according to Local Futures.

## Population Projections

As stated above the Borough of East Staffordshire saw a much more significant increase in its population (6.9%) between 1991 and 2001 than the county (2.6%), regional (2.3%) and national (4.4%) growth rates. And according to population projections it is predicted that the Borough's population will continue to increase.

The Office for National Statistics has produced population projections for the period 2004 to 2029, during which time a 14.2% growth rate is predicted for East Staffordshire.

**Table 4: Population Projections - East Staffordshire 2004-29**

Age	2004	2009	2014	2019	2029	% Change 2004-2029
<b>0-14</b>	20,400	19,800	19,700	19,800	20,000	-2.0%
<b>15-29</b>	17,400	19,100	19,500	19,100	18,300	5.2%
<b>30-44</b>	24,400	22,500	20,700	20,300	22,300	-8.6%
<b>45-64</b>	27,000	29,500	31,700	33,100	31,200	15.6%
<b>65 +</b>	17,000	18,400	21,300	23,600	29,200	71.8%
<b>Total Pop'n</b>	106,100	109,500	112,600	115,800	121,200	14.2%

Source: Office for National Statistics

However, this growth is not evenly spread across all age groups and whilst the number of those aged over 45 is predicted to increase dramatically, the youngest age groups are expected to decrease.

The UK is predicted to see a rise in population to 67 million by 2031, a rise of around 7 million on current numbers. Not only this, but there is also an increase in the mean age for women having their first child and higher levels of childlessness.

By 2006, the mid year population estimate for East Staffordshire was 107,700, as shown earlier, and this is currently in line with the population projections (107,600 for 2006).

## Commentary

The BME population in East Staffordshire is not evenly spread across the whole Borough and is in fact heavily centred in the Burton upon Trent area where more than one in ten residents (11.1%) are from an ethnic minority according to the 2001 Census of Population. There are four wards in East Staffordshire that have a BME population above the Borough average of 6.1% and these are all located within the town of Burton upon Trent: Anglesey, Burton, Eton Park and Shobnall. A closer inspection of the population breakdown reveals all four of these wards have a BME rate of above 10% and in two of the wards the BME population forms a quarter or more of the total ward population – 28.4% in Anglesey and 25.0% in Shobnall.

There are some interesting features in the population projections. One is the peak in the 45-64 age group in 2019 before it falls back over the next 10 years. A second feature is that the working age population falls significantly up to 2019 before it rises slightly by 2029 and this will pose issues for filling any increase in employment opportunities, which is highlighted in the next section.

International migration into the UK has been mainly from people living outside of the European Union (EU). However, the expansion of the EU, to recently include Poland, Romania and Bulgaria, will make a noticeable difference to these trends, which will be proven over time by statistics, however, methods for measuring this migration are at their early stages. It is argued that people from the EU accession states coming to the UK to work are generally people who are skilled and of working age and

so will more likely be contributing to the economy rather than claiming from it.

This will help to counter the forecasts for increasing numbers of older people, which has issues for retirement, pensions and also healthcare. This could mean an increase in the need for the number of care services provided, it may also mean higher numbers of older people working in the voluntary sector or labour market or even providing increased care responsibilities to younger generations within the family.

A report in the Office for National Statistics publication Population Trends Winter 2004 stated:

*'The ageing population is evident of the labour force and the current low levels of fertility have implications for the numbers who will enter the workforce in future. Migration, which is traditionally primarily of population of working age may help to mitigate labour market skills shortages in some areas, but may exacerbate them elsewhere. Economic globalisation and flexibility in labour markets has led to increased mobility of the workforce. This can lead to migration but also situations where people work in one place for periods without cutting their links with the home country.'*

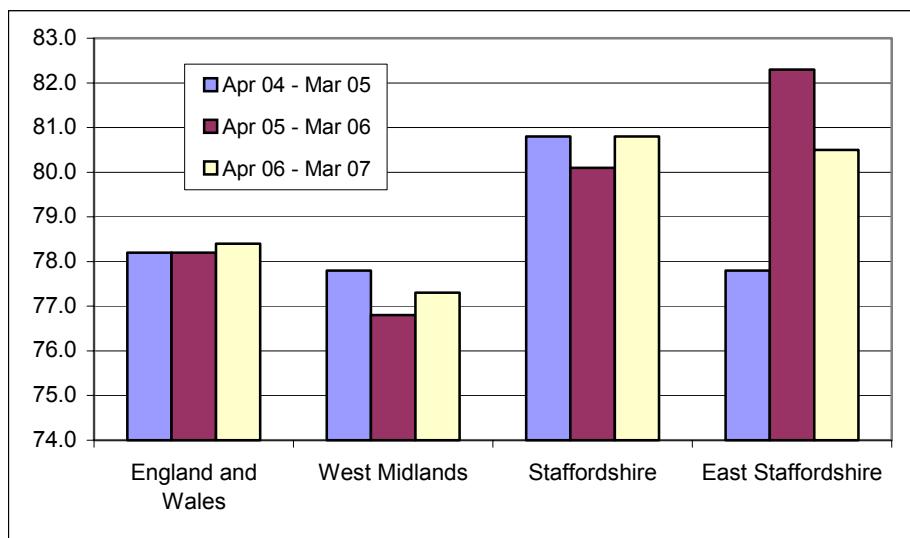
If trends continue the population of East Staffordshire will be a mix of an older, generally white population, with a younger, increasingly non-white population. The workforce will then constitute increasing numbers of economically active people migrating into the UK.

# Workforce & Economic Activity

## Introduction

Over four fifths (80.5%) of all East Staffordshire people of working age (16-59/64 yrs) are economically active (employed, self-employed, on a government scheme, unpaid family worker or unemployed) according to the 2006/7 Annual Population Survey. This is equivalent to 51,700 people. It is a fall on the 2005/06 figure but is still above national and regional rates as the figure below shows.

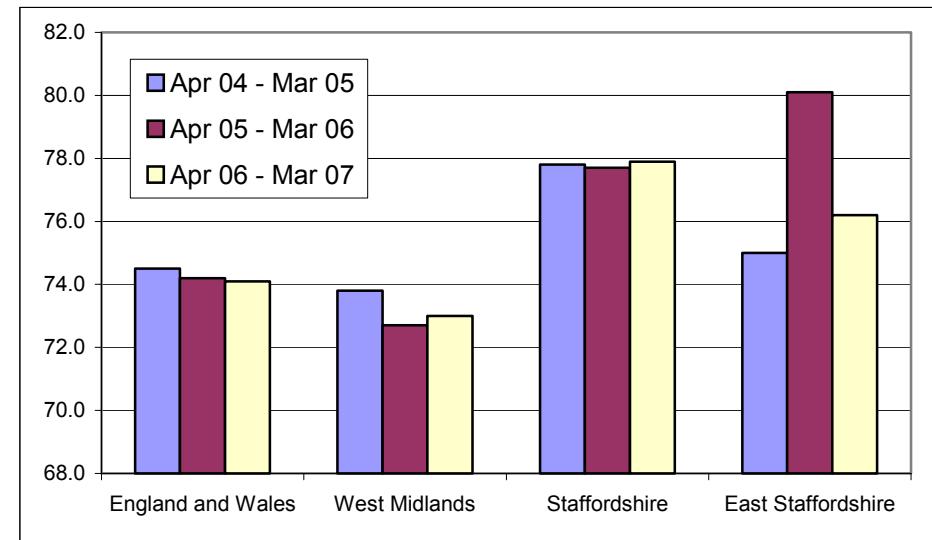
**Figure 3: Economic Activity Rate – Working Age (%)**



Source: Annual Population Survey – 2004-2007

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**Figure 4: Employment Rate – Working Age (%)**



Source: Annual Population Survey – 2004-2007

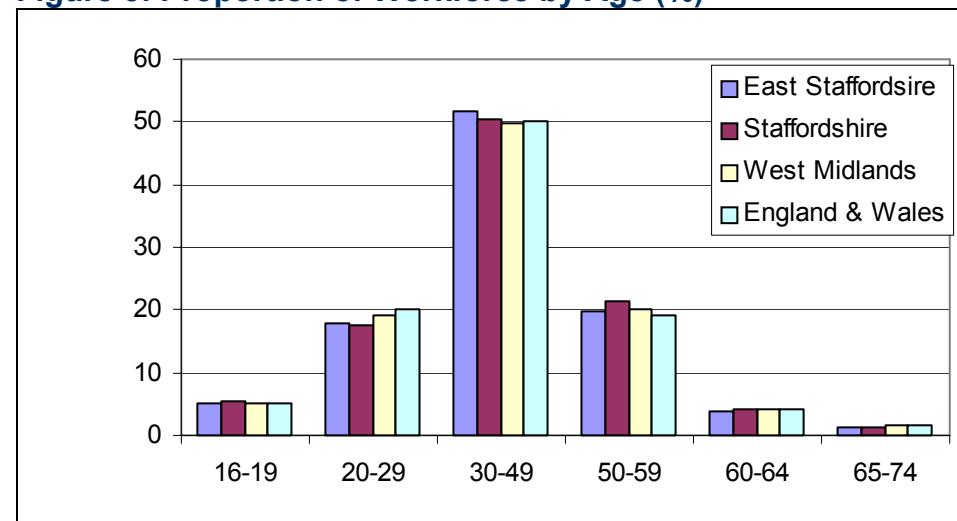
The 2006/07 employment rate in East Staffordshire for those of working age is 76.2%, equivalent to 48,900 people. Once again it is a fall on the 2005/06 rate but is still above the regional (73.0%) and national (74.1%) rates.

The Annual Population Survey is a relatively new survey however, it can be seen that there was a significant increase in both the economic activity and employment rates for East Staffordshire for April 05 to March 06. These rises are noticeably greater than those experienced across the county, regionally and nationally, but the latest survey (April 06 to Mar 07) shows a fall in the Borough rate to below the county average.

## Workforce by Age and Gender

Monitoring the age of the Borough's workforce illustrates little diversity between how East Staffordshire's workforce is constructed compared to Staffordshire, the West Midlands or England and Wales. The chart below shows the proportion of all residents aged 16 to 74 who were in employment the week before the Census. This chart may look different in future Census counts with the potential effect of migration on the lower age groups.

**Figure 5: Proportion of Workforce by Age (%)**



Source: 2001 Census Area Statistics

Points to be drawn from the age of the workforce include:

- 51.8% of the East Staffordshire residents in employment are aged 30-49 (50.3% in Staffordshire), indicating that a mature workforce exists locally

- Less than a fifth (17.8%) of the Borough's workforce is aged 20 to 29 compared to 20% in England and Wales
- In Burton upon Trent, this figure translates to 20.3%

While the proportion of males in employment as a proportion of all people aged over 16 has risen across all the comparison areas, it is slightly higher in East Staffordshire at 33.6% than regional and national areas. The proportion of females in employment has also risen across all areas except in East Staffordshire where females in employment account for 27.5% of all people aged over 16, down from 29.6% 10 years ago but, is now similar to regional and national figures.

The previous section identified how the population is projected to increase over the next 25 years, but mainly in the over 60's age group. The following table shows how the population of Great Britain is forecast to change by 2011 in terms of the percentage of the working age population who are economically active.

**Table 5: Projections of activity rates in Great Britain (%)**

	1997	2004	2011	1997-2011
Men working age	84.5	83.7	81.7	-2.8
Women working age	71.6	73.5	75.4	3.8
All persons working age	78.4	78.9	78.8	0.4

Source: Office for National Statistics

The table reveals that there is a difference in the activity rates for men and women but that these are converging as time goes on. In 1997, this difference was 12.9 percentage points but this is forecast to fall by 2011 to 6.3%, as the number of economically

active men declines in contrast to an increase in the number of economically active women. To understand this in a different way, by 2011, there will be just over 15.5m men and around 13m women.

### **Commentary**

The 2001 Census found that the majority of the people working in the Borough were aged 30 to 49 years. On the whole, East Staffordshire working residents are more likely to be in the middle age range than the regional and national comparison areas but it is not significantly different.

It is interesting to note that when comparing the inner wards of Burton upon Trent with the whole of East Staffordshire, working age residents tend to be slightly younger in the town, confirming the 'population by age' profile shown earlier.

The relatively high proportion of people employed in East Staffordshire who are male is difficult to explain other than with the high proportion of manufacturing employment locally which is a traditionally male, full time employment industry. However, this is not a promising sign if the projections of the decline in male activity rates turn out to be reflective of the East Staffordshire area also.

When combined with the ageing population shown in the previous section, the population of working age is going to become important to the economy of East Staffordshire in the future.

We have seen that the population aged 30-59 is currently on the increase, which is good for the labour supply locally. The problem

comes in the near future when we look at the declining numbers of people in the 15-29 year age group, our future working age population.

The last 10 years has seen a fall in the numbers of 25-34 year olds residents in employment and with the desire to get ever more employment in East Staffordshire, we are going to be increasingly left with a situation where companies will be employing more and more people from outside the area, which will put increasing pressure on the road and transport system across East Staffordshire.

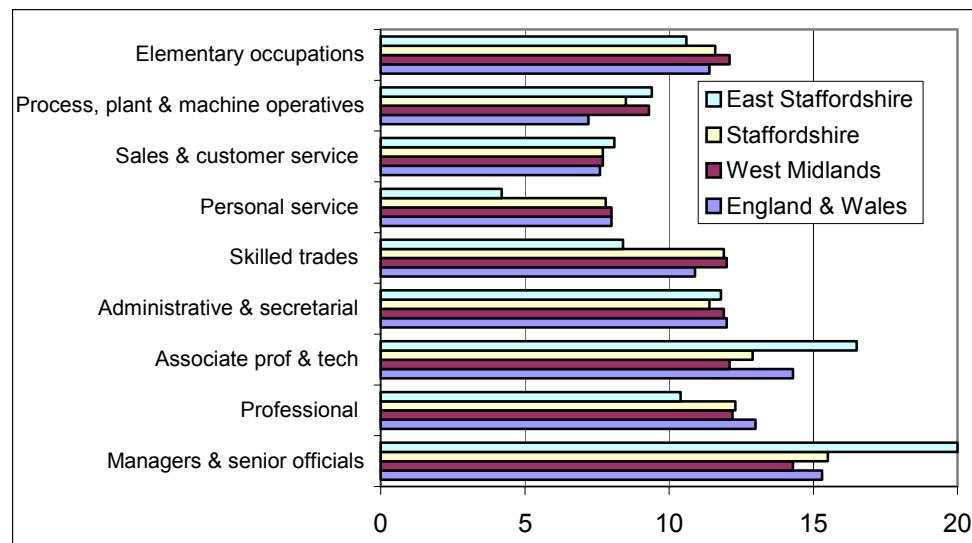
The population projections also re-enforce this possibility and when combined with the issue that the current workforce in East Staffordshire has a relatively low proportion of people in the 20-29 age range when compared to regionally and nationally, a workforce issue could emerge in the near future. How much the impact of international migration will counter this issue will only be discovered in a few years time when the data is available to understand the effect better.

# Labour Market: Employment & Unemployment

## Occupational Structure

The occupational structure of the workforces across East Staffordshire differs slightly to the comparison areas. The Annual Population Survey identifies a higher proportion of managerial occupations within East Staffordshire (20.0% of all those in employment) and fewer elementary workers (10.6%). This is in contrast to the 2001 Census findings and it should be noted this survey is sample based.

**Figure 6: Employment by Occupation Apr 06 to Mar 07 (%)**



Source: Annual Population Survey 2007

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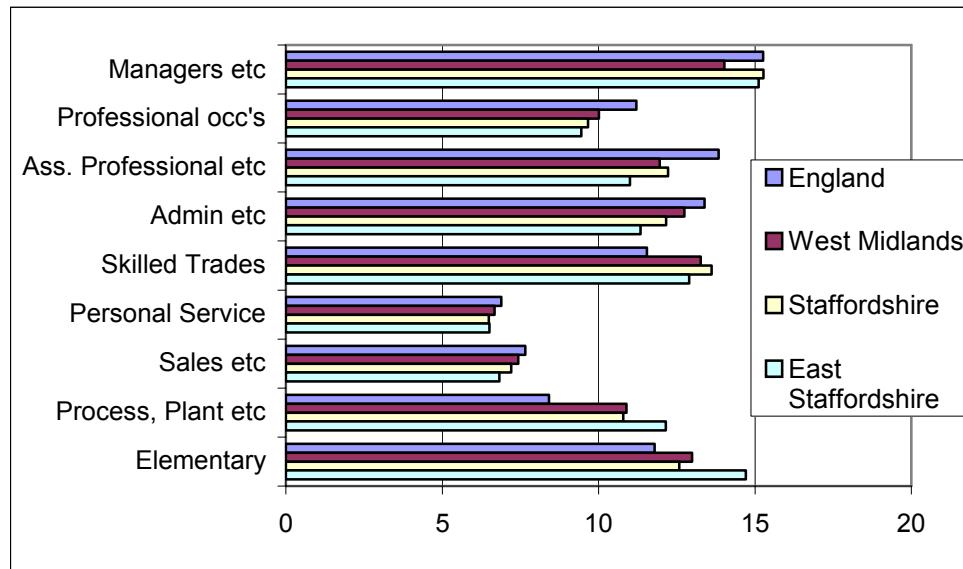
In contrast, there are lower proportions of the workforce employed in personal service occupations, skilled trades and professional occupations in East Staffordshire.

The Annual Population Survey is based on a sample and the confidence levels are generally around 5% or 6%. Some posts are relatively few in number in certain industries and these actual numbers are hidden so they cannot be accounted for in the analysis for East Staffordshire. Therefore the proportions should be used as a guide. The relatively new nature of this survey means that trends can show relatively little at this time but future years will be more meaningful.

The 2001 Census provides data on the occupational structure of the local resident population (as opposed to the workforce).

Figure 7 shows the largest proportion of the 48,400 East Staffordshire residents in employment are employed as managers and senior officials (15.1%) - similar to county and national averages for this occupation. However, East Staffordshire has a below average proportion for the two other occupational groups that you would normally associate with office work (professional and admin/secretarial).

The Census also found East Staffordshire has an above average proportion of residents working in the manual related occupations. 12.1% of local residents are employed as process, plant & machine operatives and 14.7% work in elementary occupations. East Staffordshire is above the county, regional and national averages for both of these manual related occupations.

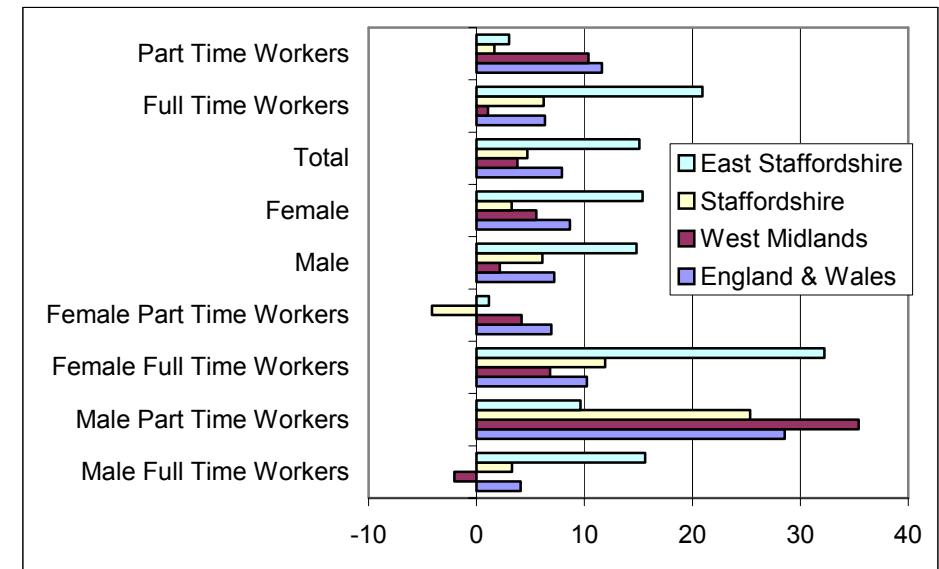
**Figure 7: Structure of Residents by Occupation in 2001 (%)**

Source: 2001 Census Area Statistics

### Full and Part-time Work in East Staffordshire

The number of people employed within East Staffordshire increased by 15.1% between 1998 and 2006 (from 48,200 to 55,500). This is a far higher growth rate than that experienced regionally and nationally. This is due to an increase in full-time employment, and in particular a growth in the number of female full-time workers, which increased by almost one third (32.2%) during this period.

All types of employment have seen an increase in the Borough. In contrast there has been a fall in the number of Staffordshire female part-time workers and regionally male full time workers.

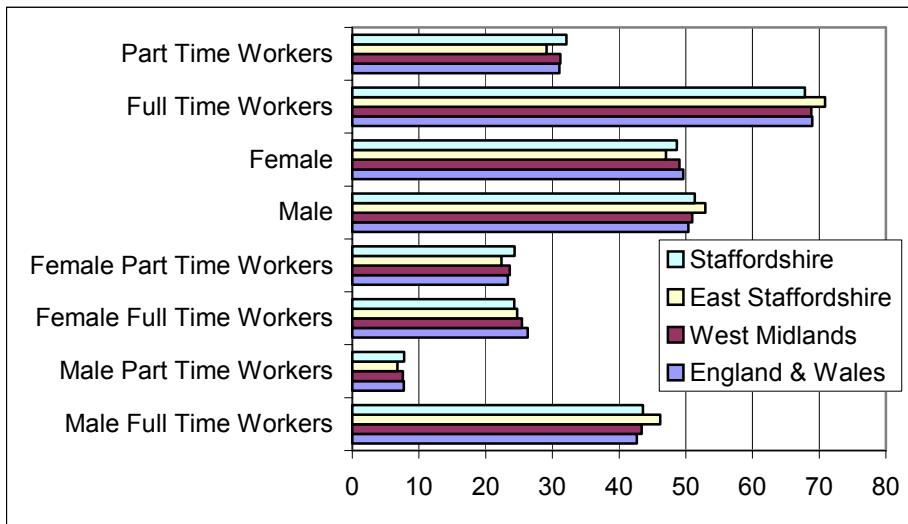
**Figure 8: Percentage Change in Employment 1998 - 2006 (%)**

Source: Annual Business Inquiry 2006 2

All areas have seen a rise in full time employment but nothing in comparison to the East Staffordshire increase.

Both full and part time employment are important in the economic structure of East Staffordshire. While percentage changes over time are helpful in understanding local patterns in employment, it is also necessary to look at the current picture.

<sup>2</sup> The ABI is a business survey, which collects both employment and financial information. Users should be aware that the data presented here are estimates, subject to both sampling errors (arising from the fact that the ABI is a survey, not a census) and non-sampling errors.

**Figure 9: Full and Part Time Employment 2006 (%)**

Source: Annual Business Inquiry

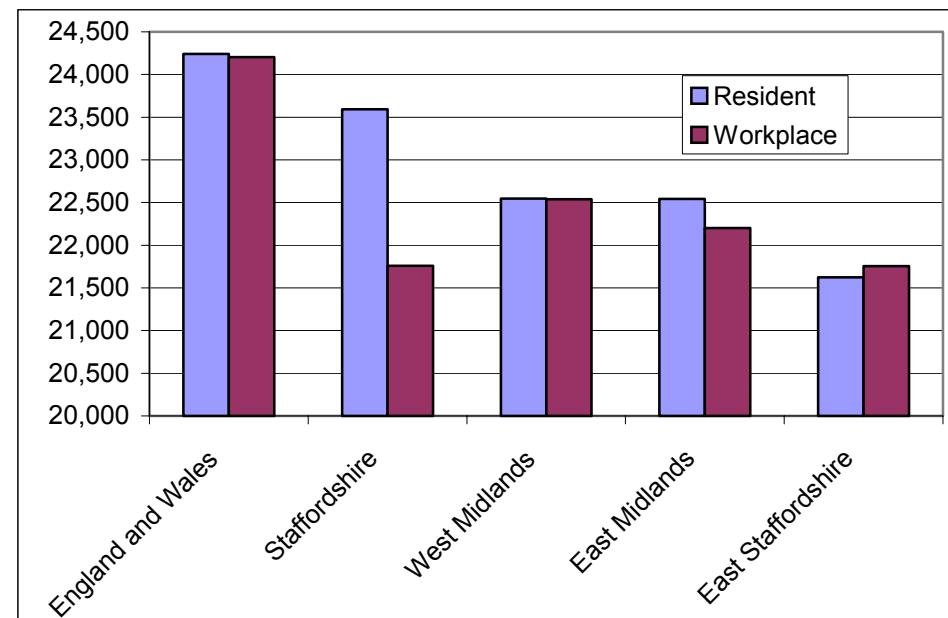
Overall, 70.9% of local employment is full time, which is slightly above the county, regional and national figures. In fact the proportion employed full time in the Borough is now 3 percentage points higher than the Staffordshire average (67.9%). The proportion of female workers is lower for the Borough at 47.0% compared to almost half (49.6%) of the national workforce. The structure of the Borough's workforce is still slightly more traditional with more male full-time employees.

For East Staffordshire as a whole, it is in the top 20 percentile of all districts for the percentage long-term change in number of employees between 1998 and 2004 according to Local Futures.

## Average Earnings

The Annual Survey of Hours and Earnings (ASHE) provides information about earnings of employees who are on adult rates. It is based on a sample of employee jobs and does not cover the self-employed nor does it cover employees not paid during the reference period.

The chart below shows the median gross annual earnings for full time employee jobs by area. It also shows the difference in earnings between people who live in an area and those that work in an area.

**Figure 10: Median Gross Annual Earnings – 2007 (£)**

Source: Annual Survey of Hours and Earnings

According to ASHE, the median gross annual earnings of residents in East Staffordshire during 2007 were £21,624 per annum. This is over £2,600 less than the England and Wales average, almost £2,000 below Staffordshire and around £900 below the West and East Midlands figures. ASHE goes on to reveal that local wages actually fell in the last 12 months by 0.5%, contrasting with the 2.0% rise across Staffordshire and the West Midlands and the 2.7% rise for England & Wales.

Residents of South Staffordshire enjoy median earnings of around £24,600, which is the highest in the county. However the highest in the West Midlands are seen in Bromsgrove and Stratford-on-Avon, where residents earn over £28,000 per annum.

The median gross annual earnings of those working in East Staffordshire are £21,754, which is £130 more than those that live in the area, suggesting that those working and those living in the Borough earn similar amounts. People who work in Staffordshire earn £21,758 so the same argument does not apply to people who live Staffordshire wide; higher wages are generally being earned outside of the county.

The areas within the West Midlands that pay the most are Solihull, Warwick and Stratford. Bromsgrove on the other hand has some of the highest paid residents but the lowest paid people who actually work there.

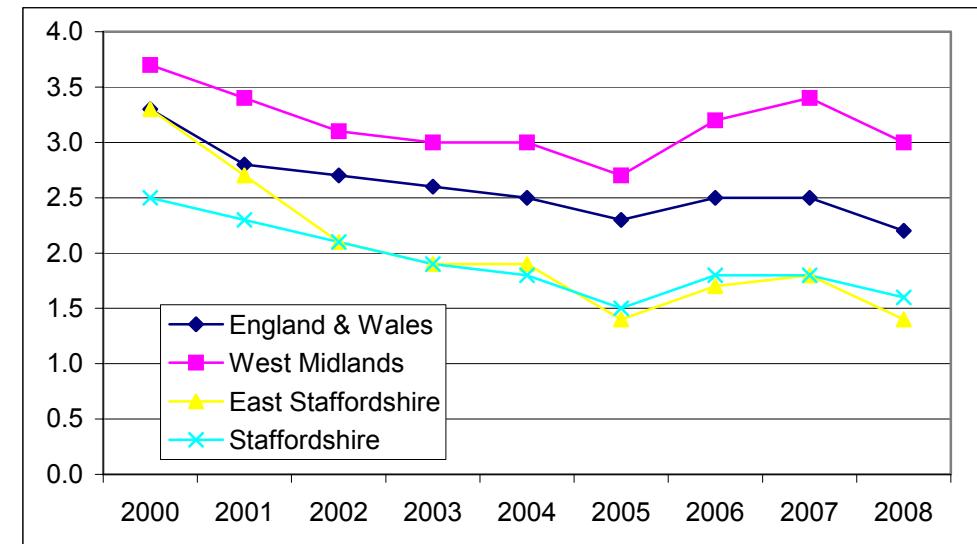
While residents of East Staffordshire earn around £130 less than the people who work in the Borough, residents of Bromsgrove earn almost £9,000 more than people who work there.

## Unemployment

The unemployment rate is a key measure of labour market performance. It is sometimes used to gauge the tightness of a labour market although within an area there can be significant differences at a local level. The proportion of long-term unemployed is also a measure of long-term exclusion from participation in the labour market.

East Staffordshire's unemployment rate for January 2008 was 1.4%, which is noticeably lower than that of the West Midlands (3.0%) and also the national figure (2.2%). However it is similar to the County level, which in January 2008 stood at 1.6%.

**Figure 11: Unemployment Rates – Jan 2000 to Jan 2008 (%)**



Source: Nomis Claimant Count

Unemployment in East Staffordshire has mirrored national and regional trends. And although it is lower than these averages the unemployment rate is not consistently low across the whole Borough – there are pockets of higher unemployment, particularly within Burton upon Trent, which itself has an unemployment rate of 2.4%. The highest rate in the Borough is in Burton ward where unemployment in January 2008 was 3.5%. There are also three other wards that are above the regional average of 3% (Anglesey, Shobnall and Eton Park). These wards are all located in the town of Burton upon Trent.

However, overall the picture across the Borough is favourable when compared to the regional and national rates and unemployment across East Staffordshire has continued to fall over the past 12 months, with the exception of a small increase in Crown ward.

### Youth and Long-term Unemployment

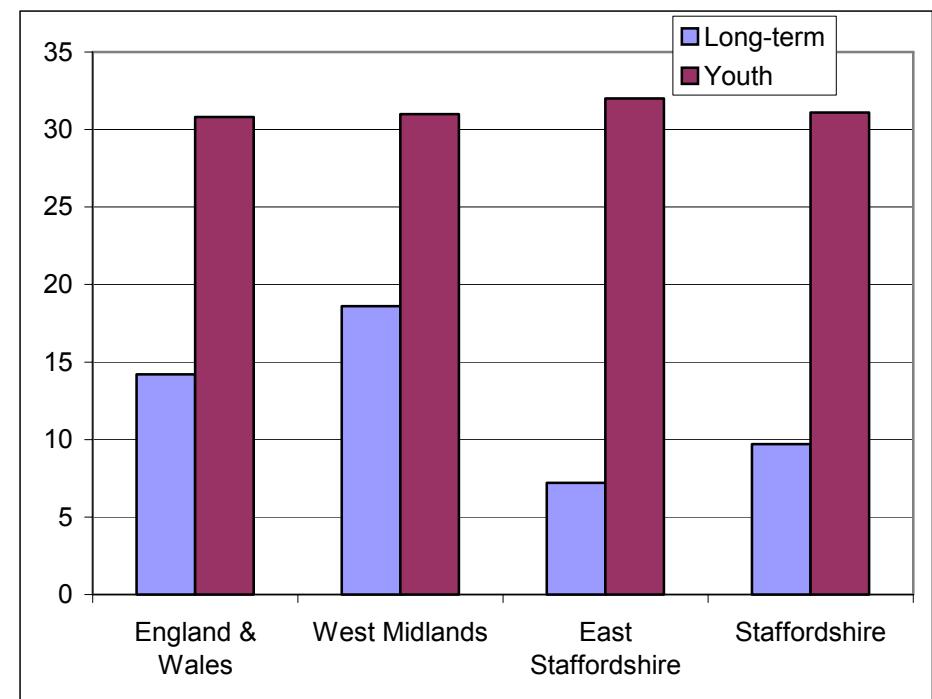
Youth unemployment remains a problem within the Borough with almost a third of all claimants aged under 25 years in January 2008 (32.0%). This East Staffordshire figure is above the county (31.1%), regional (31.0%) and national averages (30.8%) and is the same as it was in January 2007.

Youth unemployment is above 30% of all unemployed claimants in 11 of East Staffordshire's 21 wards. The highest rate is found in Brizlincote ward where almost half (47.8%) of all claimants are under the age of 25. It is also very high in Heath ward (42.3%).

Long-term unemployment (over 12 months) is not a problem on the same scale as youth unemployment. In fact the East

Staffordshire figure of 7.2% in January 2008 is almost half the national figure of 14.2% and well below half of the regional rate at 18.6%. The Borough rate is also below the Staffordshire figure of 9.7%. There are a couple of exceptions to this low East Staffordshire rate, for example in Bagots and Weaver ward, but these figures are based upon very small numbers.

**Figure 12: Long-term & Youth Unemployment – Jan 08 (%)**



Source: Nomis Claimant Count

# Industry

## Introduction

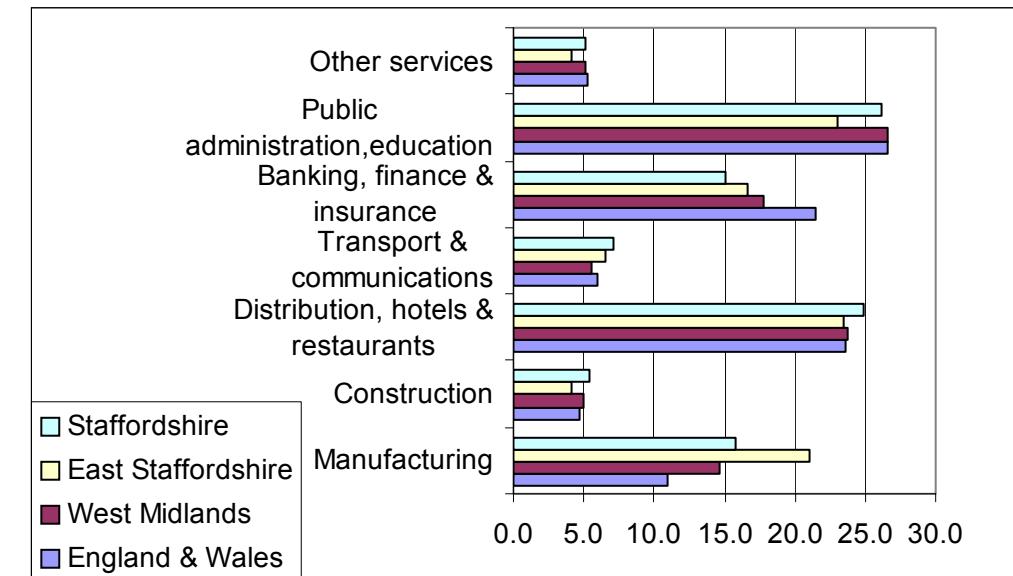
Manufacturing employment remains a crucial industrial sector within the Borough, although it is no longer the largest sector. With a robust and diverse grounding, East Staffordshire has an established manufacturing industry that encompasses automotive components, food and drink, mechanical engineering and rubber and plastics.

## Employment Breakdown

Around 55,500 people were employed in the East Staffordshire area in 2006, a fall of 6.1% on the 2005 figure. However, it is a 15.1% increase on the 1998 figure, which is a faster growth rate than that experienced across England & Wales (7.9%) and is significantly higher than those across the county (4.7%) and the West Midlands (3.8%).

East Staffordshire's employment structure differs to the regional and national picture. The main differences lie in the manufacturing and the public admin sectors. Whereas, East Staffordshire has a higher proportion in manufacturing, the opposite is true of the public admin sector. This is particularly noticeable when comparing East Staffordshire with England & Wales. East Staffordshire also has a slightly lower proportion of its workforce employed in the construction sector and 'other services'. The following chart shows the industrial breakdown for seven main sectors and excludes agriculture or energy and water, because they each account for 1% or less of total employment.

**Figure 13: Industrial Breakdown by % of Workforce - 2006**



Source: Annual Business Inquiry Employee Analysis

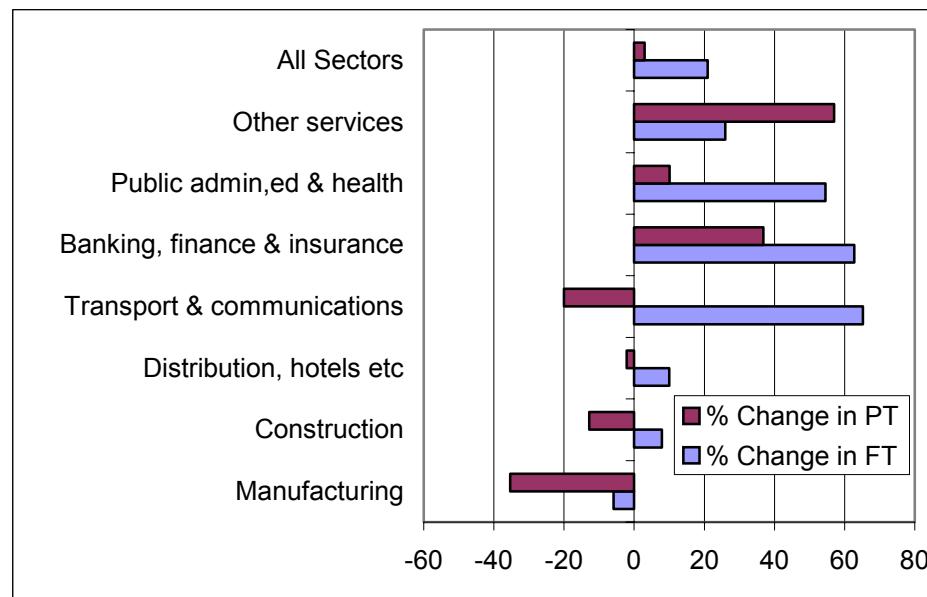
The 2006 Annual Business Inquiry found:

- Almost one quarter (23.5%) of East Staffordshire employees work in the distribution, hotels and restaurant sector, less than the other comparison areas but this remains the largest sector in terms of employee numbers within the Borough.
- Over one fifth (21.1%) of East Staffordshire employees are in manufacturing, higher than the county, regional and national rates.
- Public administration, education and health is the second largest employment sector in East Staffordshire (23.1%).
- 67.7% of East Staffordshire employment was accounted for by the top three sectors in 2006, compared to 74% in 1998.

## Full and Part Time Employment

Full time employment currently accounts for 70.9% of all employment in East Staffordshire (2006). This is slightly higher than the Staffordshire (67.9%), West Midlands (68.8%) and England & Wales proportions (69.0%). The chart below shows how the trend in full and part time employment has been felt across the industrial sectors within East Staffordshire.

**Figure 14: Borough's Employment Change 1998 to 2006 (%)**



Source: Annual Business Inquiry Employee Analysis

Full time employment has risen 20.9% during the eight years to 2006 in East Staffordshire with the largest increase in full time work experienced in the transport and communications sector,

where the number of workers has increased by 65.2%. The services sector in general has seen rises in full time work.

Two of the largest employment sectors, distribution, hotels and catering and also public admin, education and health both experienced a rise in full time employment between 1998 and 2006 of 10.0% and 54.5% respectively.

For full time employment, there were 6,800 more people employed in 2006 than in 1998. Of these, 2,900 were in the banking and finance sector and 2,500 in the public admin, education & health sector. A further 1,200 extra people were in the transport and communications sector. However, it has not all followed a positive trend and manufacturing saw a loss of around 700 full time jobs.

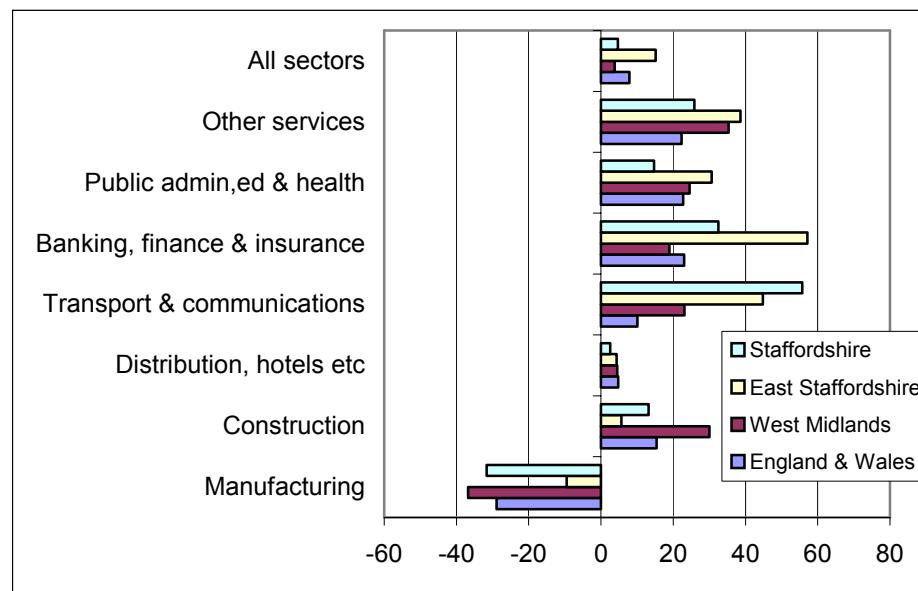
Part time employment increased by 3.0% in the eight years to 2006; however this change varied significantly across the sectors. The 'Other services' sector experienced a 57.0% rise. However, and in contrast to full time employment, the transport and communications sector has seen a 20.0% fall in numbers. There was also a downward trend experienced in manufacturing and construction employment where part time employment fell by 35.4% and 12.8% respectively during this time.

For part time employment, the eight years has seen an overall rise of around 500 new part time jobs. Of these, over 500 were in distribution, hotels and catering and almost 500 were in the banking, finance and insurance sector. However, these gains have been offset by losses of over 500 part-time jobs in the manufacturing sector and smaller losses in some of the other sectors.

## Employment Trends

Restructuring and responses to increasingly competitive markets in the manufacturing sector have resulted in adjustment problems throughout Staffordshire. This situation was mirrored in East Staffordshire where during the 1980s and 1990s, the Borough's main industries underwent restructuring, rationalising their operations. The figure below identifies the changes that have taken place in employment between 1998 and 2006.

**Figure 15: Change in Employment by Area 1998-2006 (%)**



Source: Annual Business Inquiry Employee Analysis

Between 1998 and 2006, there was an increase in employment in a number of sectors with banking, finance and insurance

experiencing the largest increase in East Staffordshire – a rise of 57.2%, which is significantly above regional and national trends. The manufacturing sector, which has fallen in East Staffordshire, has done relatively better than the comparison areas during this period, with a fall of 9.5% compared to a loss of 36.8% across the West Midlands. On the other hand, there has been slower growth in the construction sector than experienced in the comparison areas. Overall, there are now 3,000 more people in the public administration, education and health sector and over 3,300 more in the banking and finance sector in East Staffordshire now than in 1998.

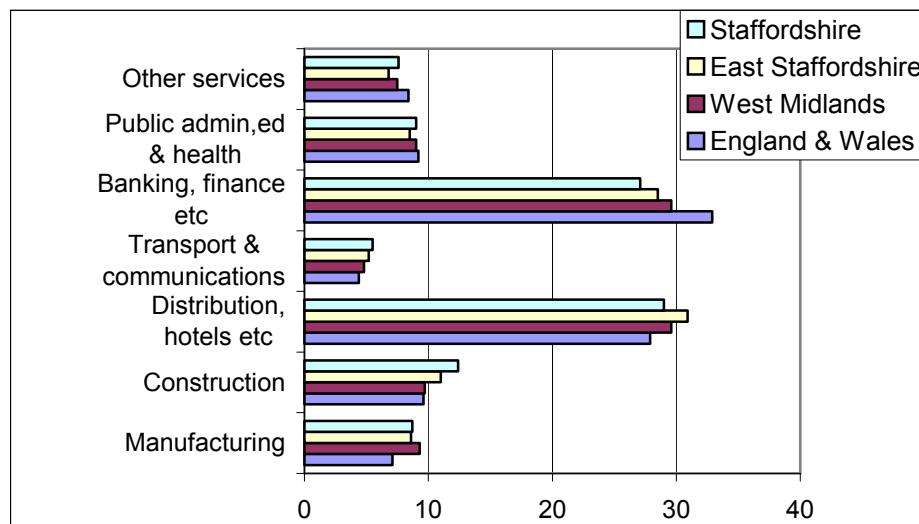
Overall, East Staffordshire is in the top 20 percentile of all districts when looking at employment change between 1999/2000 and 2003/2004 and forecasts suggest growth could mean another 10,100 jobs locally by 2020 if public sector intervention were maintained according to Local Futures.

The agriculture and energy and water sectors are not shown because they both contain only small numbers of employees and therefore percentage changes could be misleading.

## Business Sector Breakdown by Type of Business

The chart below looks at the breakdown of businesses by sector as opposed to the number of employees.

**Figure 16: Breakdown of Businesses by Sector 2006 (%)**



Source: Annual Business Inquiry Workplace Analysis<sup>3</sup>

In many respects, the chart shows how similar the current East Staffordshire business sector structure is to that of the West Midlands and England & Wales. In terms of the number of businesses or companies (as opposed to the number of employees) East Staffordshire is dominated by two sectors - the distribution, hotels and restaurants sector (30.9%) and the banking, finance and insurance sector (28.5%).

All other sectors are significantly smaller, accounting for around 10% or less. This includes manufacturing which represents 8.6% of businesses. However, in terms of the number of employees manufacturing is a much more dominant sector representing 21.1% of all workers. Public administration, education & health paints a similar picture – it represents just 8.5% of all businesses but 23.1% of all employees.

As the figure opposite shows East Staffordshire has a large proportion of businesses in the distribution, hotels and restaurants sector, even more than regionally or nationally but lags behind when compared to the size of the national banking, finance and insurance sector.

The Annual Business Inquiry Workplace Analysis for 2006 found:

- The distribution, hotels and restaurants sector contains the largest percentage of East Staffordshire companies (30.9%).
- Almost one in twelve (8.6%) of East Staffordshire firms are in manufacturing, which is above the national rate but below the regional average (9.3%).
- Other than the two largest sectors (distribution, hotels and restaurants and the banking, finance and insurance sector) ‘construction’ is the only other East Staffordshire business sector that represents more than 10% of businesses (11.0%).
- Over three-quarters (79.9%) of East Staffordshire firms are within the service sector, which is above the Staffordshire figure but below the West Midlands (80.5%) and England & Wales proportions (82.8%).

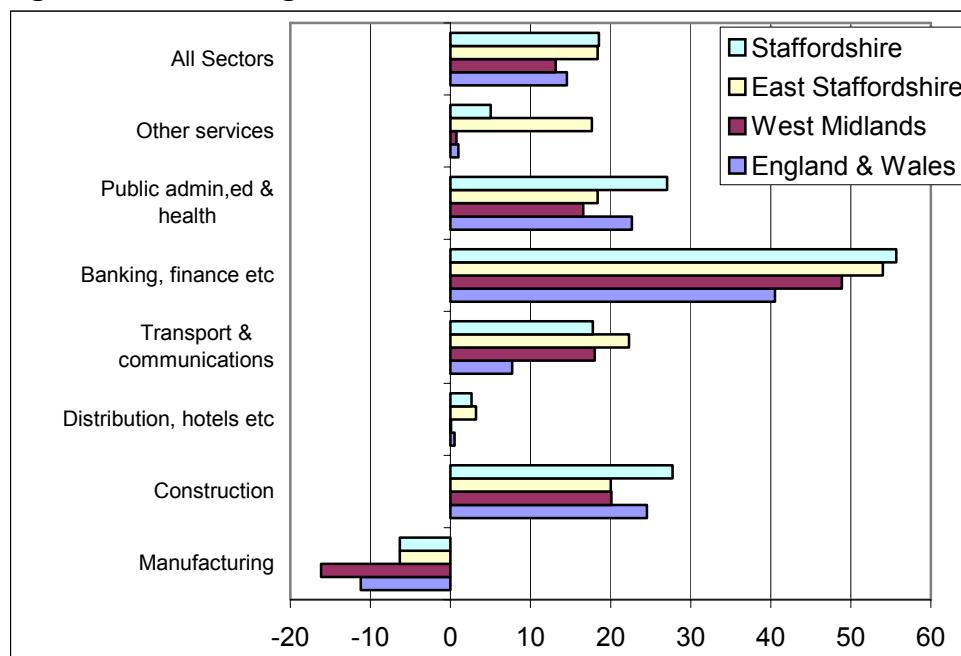
<sup>3</sup> Analysis excludes MAFF/DAFF agricultural data

## Trends in the Business Sector

The national economy has seen the service sector increase in size over time and the present situation in East Staffordshire is that manufacturing firms account for only 8.6% of all firms.

There has been an overall increase of 18.4% in the number of business units in the Borough during the period 1998 to 2006, which is a faster growth rate than that experienced regionally (13.1%) or nationally (14.5%). However it does vary significantly across the sectors as the chart below illustrates

**Figure 17: % Change in Number of Businesses 1998 - 2006.**



Source: Annual Business Inquiry Workplace Analysis

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The major increase has occurred in the banking, finance and insurance sector, where the number of local businesses increased by 54% between 1998 and 2006. The next biggest increase was in the transport and communications sector – a rise of 22.3%, which is above county, regional and national growth rates during this time.

East Staffordshire also had above average growth in the distribution, hotels and restaurants sector and the other service sectors during the eight year period of 3.2% and 17.7% respectively. Construction saw a 20.0% rise in the number of businesses which is lower than that experienced in Staffordshire and across England & Wales.

Manufacturing is the one sector to experience a fall in the East Staffordshire area at minus 6.3%. However, this mirrors a common trend, as it is identical to the loss across Staffordshire and far less than the loss across the West Midlands (-16.2%) and England & Wales (-11.2%).

- The number of businesses in East Staffordshire has increased in the last eight years by 18.4%, with a concentration in banking, finance and insurance.
- At minus 6.3%, the manufacturing sector witnessed a fall in its number of business units between 1998 and 2006.
- East Staffordshire is in the top 20 percentile for change in proportion of people working in knowledge driven sectors between 1998 and 2004 according to Local Futures.
- East Staffordshire is in the bottom 20 percentile for the proportion of employment in knowledge driven production sectors report Local Futures.

## Commentary

East Staffordshire's employment structure continues to show an over dependence on manufacturing, even though employment has fallen by 9.5% in this sector since 1998. By 2006, over one-fifth (21.1%) of East Staffordshire's workforce was still employed in the manufacturing sector compared to 11.0% in England & Wales. Staffordshire also shows a heavy dependence on manufacturing, which still accounts for over a seventh (15.8%) of all of employment.

Since 1998, total employment in East Staffordshire has increased by around 7,300 (15.1%), which is significantly above regional and national averages. However, this huge increase may be starting to slow as the numbers in employment in the period 2005 to 2006 fell by 6.1%. This may be a sign of employment stability occurring locally, rather than the huge employment surge that was experienced at the start of the decade.

The economy of East Staffordshire has traditionally been supported by the manufacturing industry with particular concentrations in the manufacture of food and drink, mechanical engineering and the processing of rubber and plastics. However by 2006, businesses are concentrated on the service sector across the country with a particular reliance on distribution, hotels and restaurants locally. In East Staffordshire, 30.9% of businesses are in this sector with 28.5% in banking, finance and insurance. However, in England & Wales, the proportions differ at 27.9% and 32.9% respectively.

East Staffordshire is clearly experiencing high growth in business and employment but this puts increased pressure on land and property availability and also on the transport network to enable people to get to work in the area.

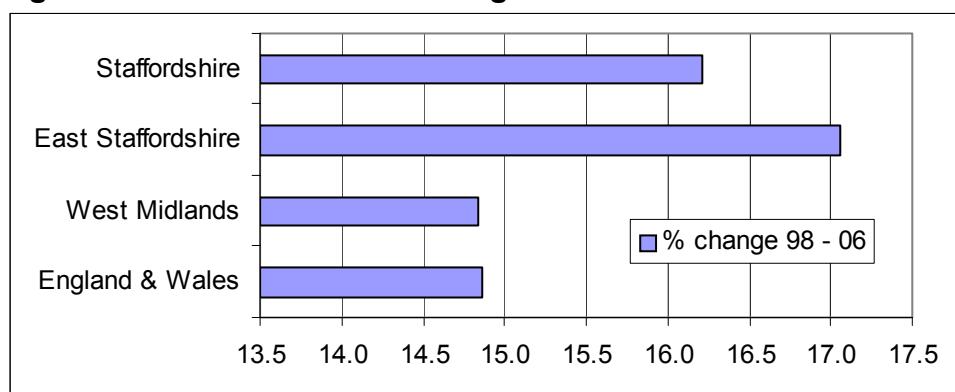
The 2005 Economic Forecasting Study for East Staffordshire has suggested that by 2020, there could be a further 10,100 people working locally if similar levels of public sector intervention were maintained. When combined with the population trends highlighted in a previous section, the high ratio of jobs to resident population will continue and so will the importance of inward commuting. The question remains as to whether the relatively low wages will impact upon future growth.

# Business Performance & Inward Investment

## VAT Registered Businesses - Stock at end of year

The number of enterprises registered for VAT at the end of the year (31 Dec/1 Jan) is an indicator of the size of the business population. Since the vast majority of VAT registered enterprises employ fewer than 50 people, it is also an indicator of the small business population. However it should be noted that only 1.9 million of the estimated 4.3 million UK businesses are registered for VAT. East Staffordshire had a total of 3,740 VAT registered businesses by the end of 2006. As the chart below illustrates this is an increase of 17.1% since 1998. This rate is noticeably higher than the West Midlands and national increases.

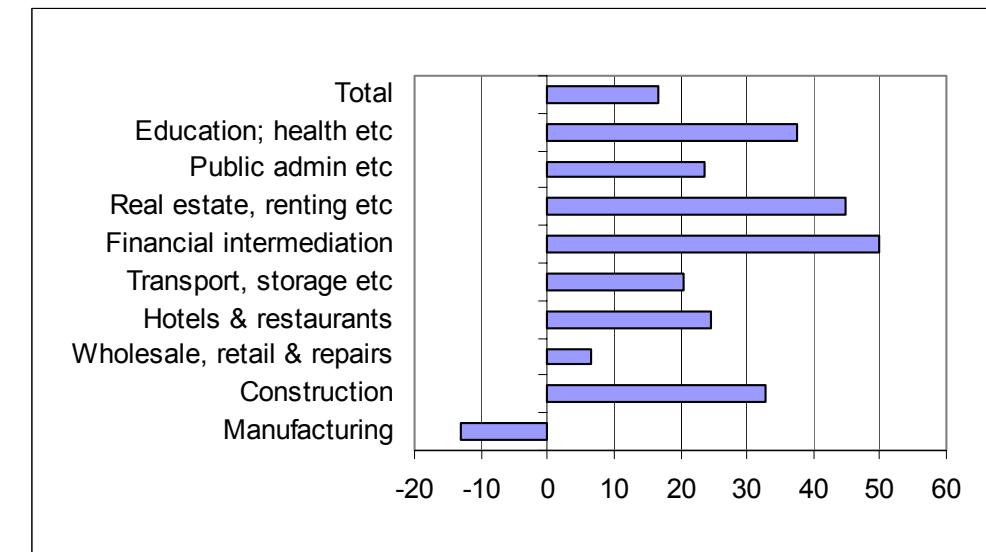
**Figure 18: % Increase in VAT Registered Businesses 98 - 06**



Source: VAT Registrations & Stocks

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**Figure 19: % Change in VAT Businesses by Industry (98 – 06)**



Source: VAT Registrations & Stocks

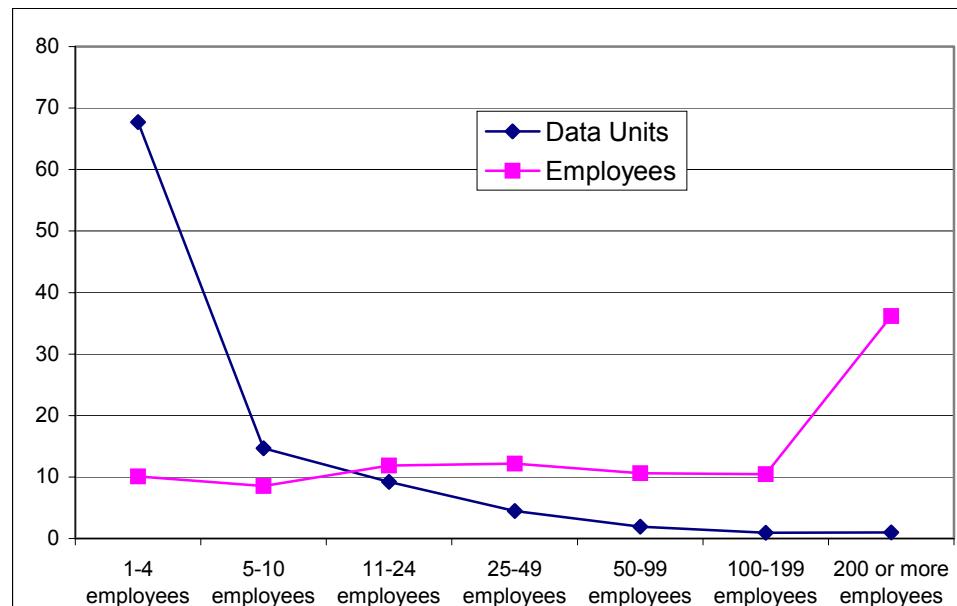
The VAT Registrations & Stocks data found:

- East Staffordshire has experienced an above average growth in VAT registered businesses over the last eight years. There has been an increase of 17.1% in the stock since 1998.
- Two local sectors have increased their stock of businesses by over 40% since 1998 – real estate, renting and business activities (44.8%) and financial intermediation (50%).
- Manufacturing has decreased its stock of VAT businesses since 1998 by 13% and agriculture fell by 8.7%.
- The real estate, renting and business activities sector is now the largest, representing over a quarter (25.9%) of all VAT registered businesses (970 in 2006).

## Business Size

The chart below shows the distribution of East Staffordshire employment by company size. Two thirds of companies locally (67.7%) have between 1 and 4 employees but these companies account for just 10.1% of all East Staffordshire employment. In contrast, there are very few companies (1.0%) with more than 200 employees. However, these large employers account for 36.2% of total employment locally.

**Figure 20: Employment by company size - 2006**



Source: Annual Business Inquiry – Workplace Analysis

A smaller proportion of the local workforce is employed by businesses with 1-4 employees (10.1%) compared to the county (12.8%), regional (11.0%) and national (11.8%) figures. The same is not true for the larger firms. In East Staffordshire 36.2% of all employees are employed by firms with more than 200 people, which is significantly above the national (31.2%), regional (31.7%) and county figures (27.4%).

The latest Annual Business Inquiry Survey found:

- The vast majority of companies are small and medium employers (SMEs). In 2006, 99.0% of businesses employed less than 200 workers and in fact 82.4% employed 10 or less people.
- SMEs (firms employing less than 200 people) represented almost two-thirds of the workforce in 2006 – 63.8% of East Staffordshire's workforce were employed by an SME.
- This means that the very small number of companies that employ more than 200 people actually represent over a third of the workforce (36.2%).
- Almost one third (30.5%) of East Staffordshire's workforce are employed in companies with less than 25 employees
- East Staffordshire has just over 14 employees per business, which is in the top 20 percentile in the country of all LA's according to Local Futures.

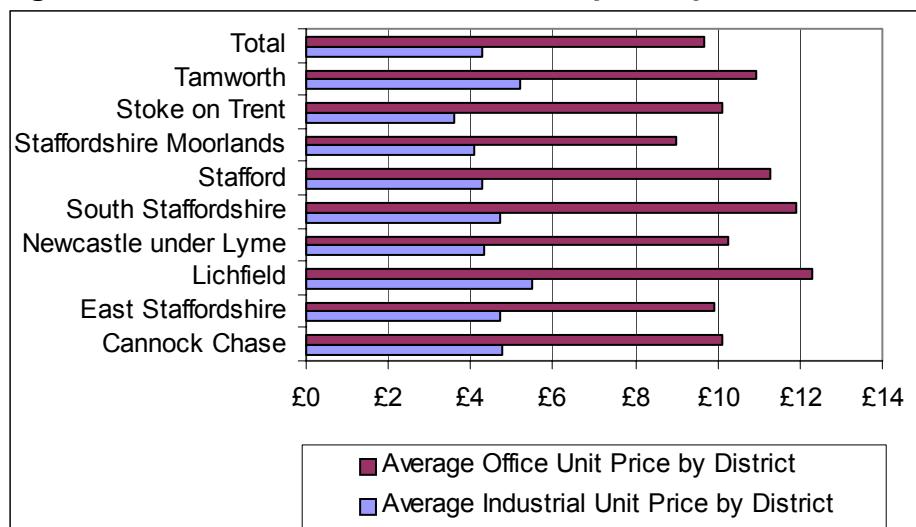
## Inward Investment

There are various ways to measure an area's level of inward investment. It is usually done by using a financial measure, for example, the cost of moving to an area in terms of buying or renting industrial/office space. Another measure is the level of interest expressed in an area.

### Industrial and Office Prices (£ per sq ft)

The chart below compares industrial and office prices within the local authority areas of Staffordshire. There is quite a range, particularly amongst the office prices, which vary from £8.97 per sq ft in Staffordshire Moorlands to £12.29 per sq ft in Lichfield.

**Figure 21: Industrial & Office Prices– April-Sept 2007**



Source: InStaffs (UK) Ltd

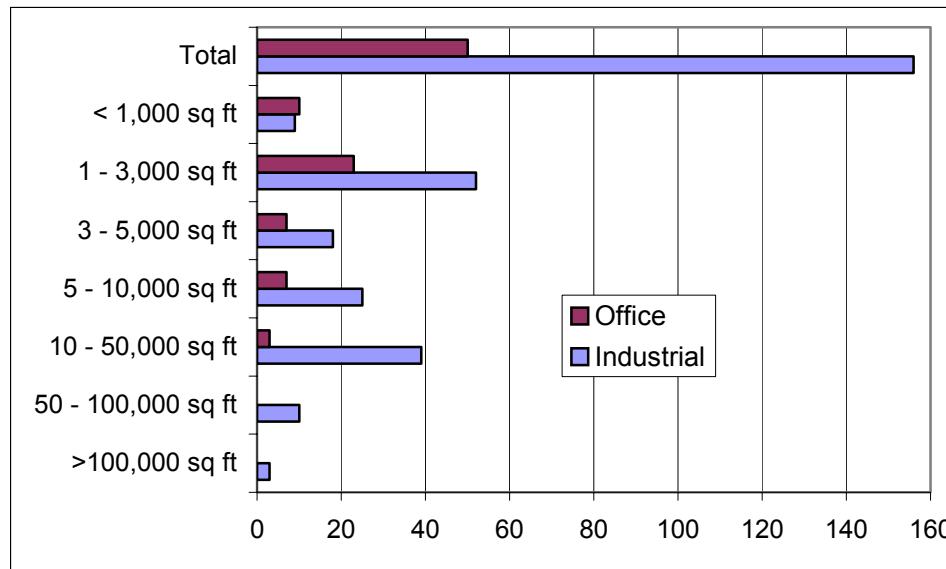
The average office price across East Staffordshire (£9.92 per sq ft) is just above the Staffordshire average (£9.69). However, it is noticeably lower than the neighbouring districts of Lichfield (£12.29) and South Staffordshire (£11.80). The last 12 months have seen huge price rises in Stafford, Staffordshire Moorlands and Stoke on Trent of over £2 per square foot compared to the £0.51 increase (5.4%) in East Staffordshire. However, Tamworth and Lichfield have experienced a fall during this time.

In terms of industrial prices East Staffordshire is just above the Staffordshire average, with an average industrial unit value of £4.71 compared to £4.29 for Staffordshire. The highest rates are in Lichfield (£5.49) and Tamworth (£5.22). In the last 12 months the price has remained stable locally, increasing by just £0.02 per square foot, however, across Staffordshire prices fell on average by £0.12. In fact, five districts have seen a fall, with the greatest losses being in Staffordshire Moorlands (-£0.64), Stafford (-£0.51) and Tamworth (-£0.35).

### Enquiries into East Staffordshire

During the period April to September 2007 very few traditional enquiries were made to InStaffs for properties located within East Staffordshire. However, the majority of enquiries came via the Internet.

In total 156 enquiries were made for industrial properties and 50 for office space. This is in line with the area's dominant manufacturing sector. The chart below, illustrates the proportion of East Staffordshire enquiries for both types by size of property.

**Figure 22: Enquiries for East Staffordshire by Property Size**

Source: InStaffs April – September 2006 (UK) Limited

One third of the Industrial unit enquiries were for units of 1,000 to 3,000 sq ft. A further 25% were for units of 10,000 to 50,000 sq ft. Just 2% of all enquiries for industrial properties within the Borough were for more than 100,000 sq ft.

Of the 50 enquiries for office space in East Staffordshire two thirds (66%) were for units of less than 3,000 sq ft.

There is a clear trend for fewer enquiries to come from traditional means - the Internet will become the mainstay for future enquiries. The problem that East Staffordshire may encounter is the knowledge that people have of its exact location. Other areas, such as Stafford are easier to identify and there may be a

need to maintain the public knowledge of the area East Staffordshire actually covers.

### Property Prices

Average property prices in East Staffordshire during the period July to September 2006 were £153,506, which is below the Staffordshire average of around £170,786 – but represents a rise of 9% over a twelve-month period. This rise in local prices is similar to the rise in prices experienced across the West Midlands and also England and Wales but is below the sharp rise across Staffordshire. However, the average for East Staffordshire remains significantly below the West Midlands average of £173,778. The chart below shows the average property price across different geographical areas.

**Figure 23: Average Property Price (£) - July - Sept 2005**

Source: H. M. Land Registry

However, the chart does not show the variation in price between different types of properties. In East Staffordshire, terraced houses average at £107,297, which is just over two thirds of the average price for the Borough (£153,506) and yet they are less than half the price of the average detached house (£233,768). These are the only property types to have seen price rises in the last 12 months. Semi-detached houses average at £139,492 and flats and maisonettes at £100,598. The price of flats and maisonettes in East Staffordshire has actually fallen by over £10,000 in the last 12 months. This may be explained by increased supply as the new properties are built in Burton upon Trent.

The largest price rise over the year was in terraced properties in East Staffordshire. Here there was a price rise of 9.7%. The detached sector saw an average price rise in East Staffordshire of 4.9%.

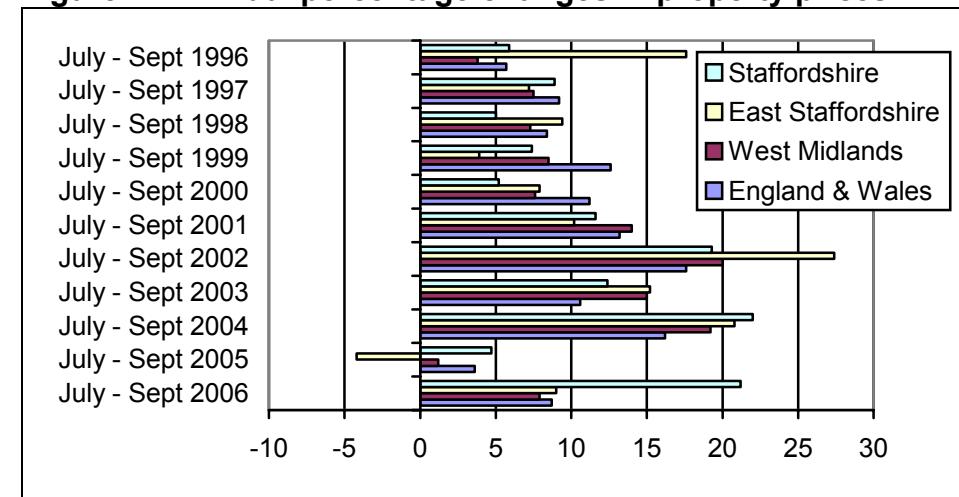
By looking over a longer time span, the rise in property prices across the country can be seen and the large peak in prices that was experienced in the early years of this decade are easily portrayed.

The following chart attempts to show this trend by comparing the rise in prices year on year over the last 10 years for East Staffordshire compared to Staffordshire, the West Midlands and England & Wales.

It is clear from the following chart that East Staffordshire has seen some extreme price changes over the last 10 years. In 1996 and again in 2002 and 2003, East Staffordshire saw a property price

increase above that experienced in Staffordshire, the West Midlands or England & Wales.

**Figure 24: Annual percentage changes in property prices**



Source: H. M. Land Registry

In contrast, East Staffordshire saw the lowest price increase of all the areas in 1997 and again in 1999 and 2001. Then, in 2005, the area saw a fall in property prices of over 4% compared to the small rises experienced across the county, regionally and nationally. In the last year, Staffordshire prices rose out of line with local, regional and national ones, which suggests that this was more of an unusual year rather than any long-term trend.

For East Staffordshire as a whole, it is in the bottom 20 percentile of all districts for the proportion of households who are lone parent but the spiralling property prices over time affect the ability of these households to move according to Local Futures.

# Workforce Issues

## Educational & Vocational Attainment

This section looks at how educational attainment in East Staffordshire compares with both Staffordshire Local Education Authority (LEA) and national averages. Three charts are given, one for each stage of schooling. They show:

- The percentage of children achieving level 4 or above in English, Maths and Science at Key Stage 2.
- The percentage of children achieving at 5 or more GCSEs at grades A-C.
- The average number of points scored by pupils taking GCE and VCE exams (post 16 education).

### Key Stage 2

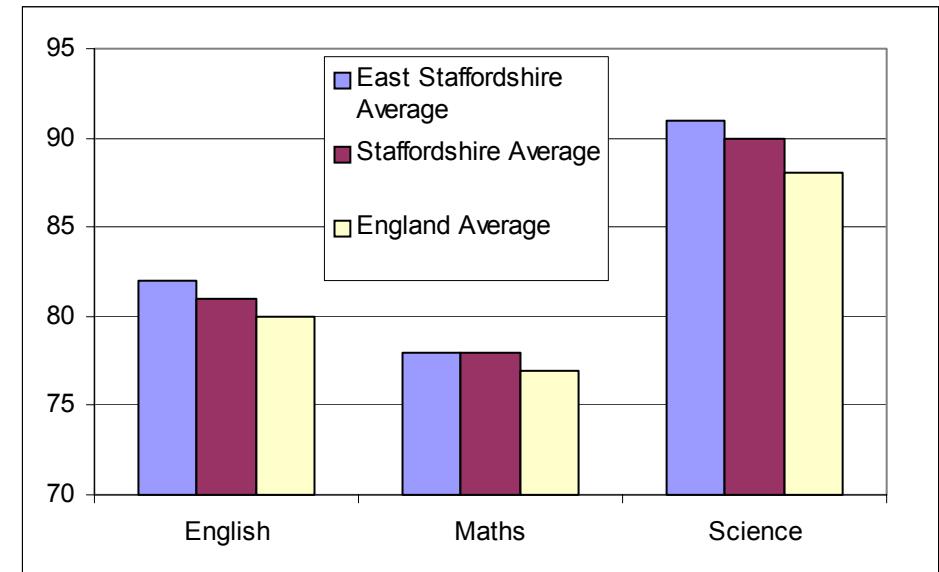
Key Stage 2 tests are normally taken when children are 11 years old. The subjects covered are English, Maths and Science.

The chart below shows the percentage of eligible pupils achieving Level 4 or above in each subject. Level 4 is the level expected of most 11 year olds. As it illustrates East Staffordshire compares favourably against the county and national averages:

- In 2007 the most successful subject area for East Staffordshire pupils was Science with 91% of eligible pupils achieving level 4 or above. This is above the Staffordshire (90%) and England (88%) averages.

- 82% of pupils locally achieved level 4 or above for English – again this is above the Staffordshire (81%) and England (80%) averages.
- 78% of East Staffordshire pupils achieved level 4 or above in Maths, which is equal to the county average and above the England average of 77%.

**Figure 25: % of Pupils Achieving Level 4+ at Key Stage 2**



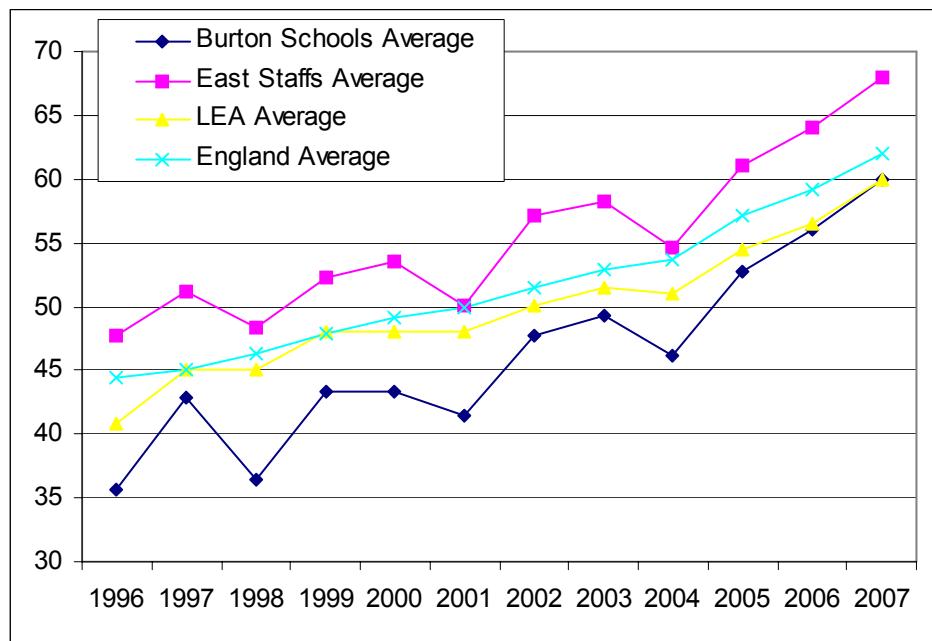
Source: DCFS 2007

### GCSE

GCSE performance tables measure the percentage of eligible pupils who achieve 5 or more GCSE's at grades A\*-C. As the figure below shows East Staffordshire has consistently performed above the Staffordshire and England averages.

However, the results vary considerably from school to school and those for schools located within the town of Burton upon Trent have for many years been consistently below average. However in recent years the gap has been closing and the Burton upon Trent average now equals the Staffordshire figure.

**Figure 26: % Achieving 5+ GCSE's Grades A\*-C**



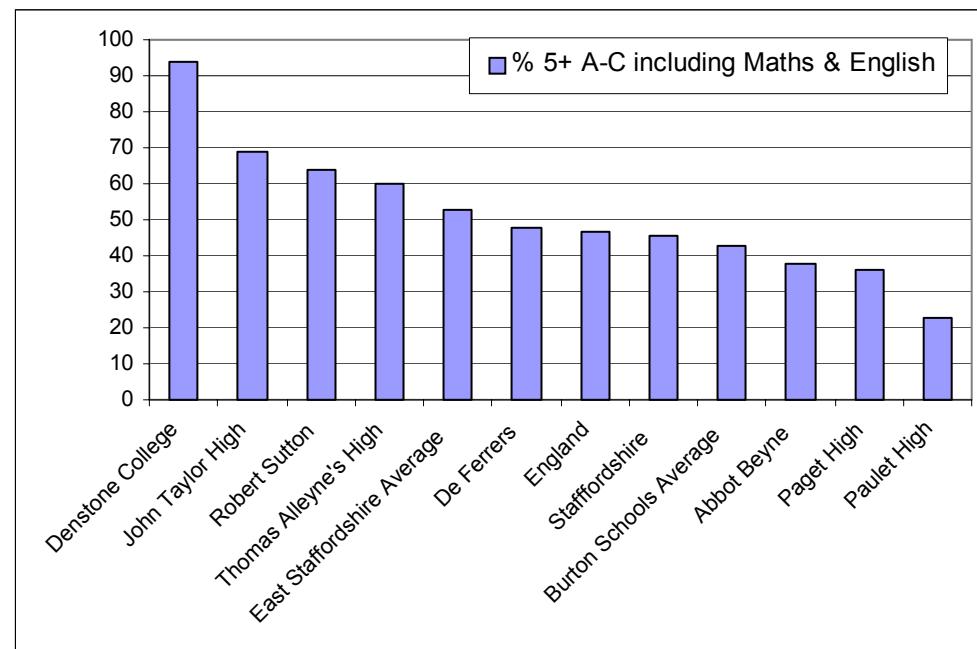
Source: DCFS 2007

For East Staffordshire, there has been a steep rise in the GCSE results since 2004. Across the Borough they have increased by around 13 percentage points, compared to the 8-9 percentage points across Staffordshire and England.

GCSE performance tables have introduced a new measure that looks at the percentage of eligible pupils who achieve 5 or more GCSE's at grades A\*-C including Maths and English.

As the chart below shows the East Staffordshire figure is above the Staffordshire and England averages, although there are significant differences between the individual schools, with attainment levels varying from just 23% at Paulet High to 94% at Denstone College.

**Figure 27: % Achieving 5+ GCSE's Grades A\*-C Including Maths & English**



Source: DCFS 2007

The latest school attainment results from 2007 show:

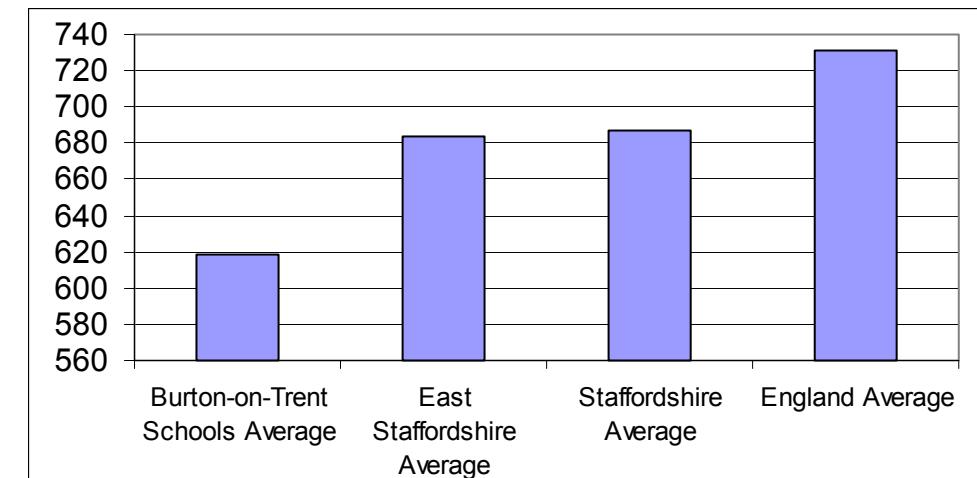
- 68% of East Staffordshire pupils passed 5 or more GCSEs at grades A\*-C compared to 60% of pupils across the County and the 62% national average figure.
- When including English and Maths, these attainment levels drop to 53%, 46% and 47% respectively.
- The number of pupils passing 5 or more GCSEs has increased on last year's figure of 64%.
- Seven out of the nine schools in the area have improved on their GCSE performance in the last 12 months.
- Paulet, Paget and Abbot Beyne GCSE attainment levels including English and Maths are significantly below national figures, all others are above.

### Post 16 Achievement - GCE & VCE Results

The Post 16 education results for 2007 show:

- Students in East Staffordshire scored an average of 684.2 points in their GCE and VCE results in 2007. This is equal to the 2006 results across the Borough. However, it is below both the Staffordshire LA average of 687.2 and the England average of 731.1 points.
- Just four of the ten schools and colleges within East Staffordshire achieved higher scores than the national average.
- With the exception of De Ferrers High School the schools and colleges within the Burton upon Trent area achieved a lower average score than the LEA and England averages.

**Figure 28: Average Point Score per Student – GCE & VCE Results - 2007**

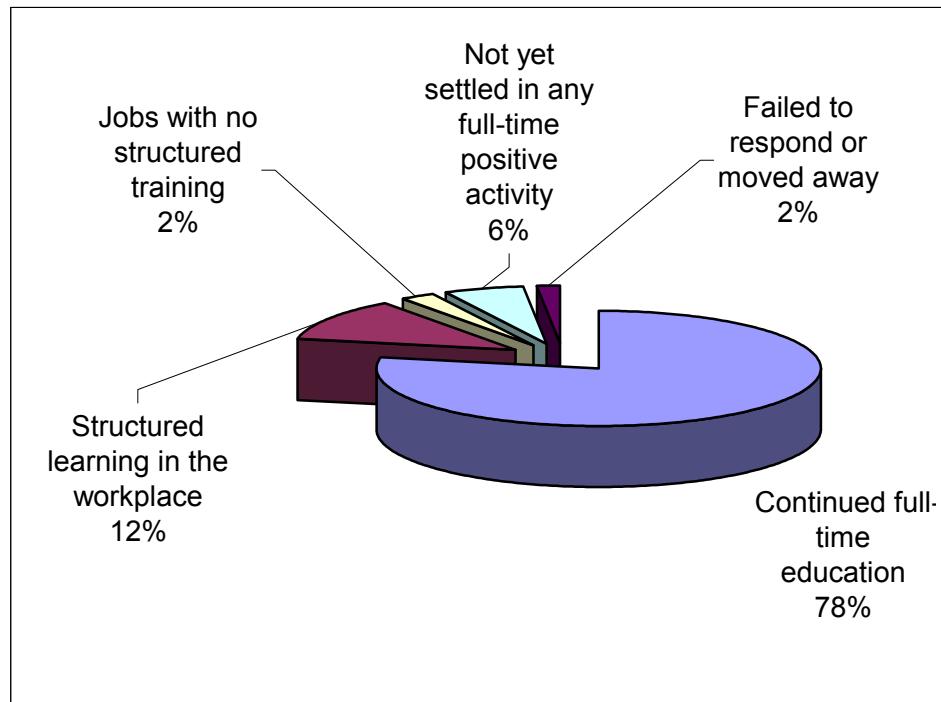


Source: DCFS 2007

### Destinations of School Leavers

The study of the destination of school leavers after Year 11 offers an insight into what areas of the labour market will be satisfied in the next few years and also how skilled/educated the future workforce will be.

As the chart below shows over three quarters (78%) of school leavers continued in full-time education in 2007. A further 12% went onto structured learning in the workplace and only 2% of school leavers entered a job with no training. However, 6% of young people were not settled in any full-time positive activity at the time of the survey, pointing to an unstable area of the potential workforce population.

**Figure 29: School Leaver Activity Survey in 2007 - %**

Source: Business Intelligence Team @ Connexions Staffordshire

As with the exam results shown earlier the destination results vary considerably from school to school. The highest percentage of school leavers who were not settled in any full-time positive activity at the time of the survey had attended Paulet High School. Here, almost one in ten had not settled.

In contrast all of the pupils from Robert Sutton were participating in a full-time positive activity.

This is illustrated in the table below.

**Table 6: School Leaver Activity Survey in 2007 - %**

	Continued full-time education %	Structured learning in the workplace %	Jobs with no structured training %	Not yet settled in any full-time positive activity %	Failed to respond or moved away %
Abbot Beyne	74.2	13.9	3.6	6.7	1.5
Robert Sutton	86.7	9.4	3.1	0.0	0.8
De Ferrers	78.8	12.1	0.6	7.4	1.2
John Taylor	89.2	6.5	1.3	2.2	0.9
Paget High	79.8	9.8	4.3	3.7	2.5
Paulet High	65.9	18.7	1.6	9.8	4.1
Thomas Alleyne's	79.5	12.0	2.6	4.6	1.4
East Staffordshire	78.1	11.9	2.5	5.8	1.8
Staffordshire	79.6	11.7	2.1	5.5	1.1

Source: Business Intelligence Team @ Connexions Staffordshire

Nine out of ten school leavers from John Taylor (89%) continued in full-time education in 2007. This contrasts with just 66% from Paulet High.

### Adult Qualifications

The 2002 West Midlands Household Survey looks at the qualification levels amongst adults across Staffordshire. A sample was asked to state their highest qualification level and the results were converted to the NVQ equivalent.

As the table shows East Staffordshire has a smaller proportion of respondents with no NVQ equivalence than the Staffordshire LSC

area as a whole. This is also true for NVQ levels 1 and 2. However, it has a larger proportion of respondents with NVQ levels 3 and 4 than the average for the Staffordshire LSC area.

**Table 7: Highest NVQ Level of Respondents (%)**

Highest NVQ Level	No NVQ	NVQ Level 1	NVQ Level 2	NVQ Level 3	NVQ Level 4	NVQ Level 5
Staffordshire LSC Area	20.0	11.7	30.5	16.6	18.5	2.6
Cannock Chase	20.4	11.4	30.4	19.6	16.2	2.0
<b>East Staffordshire</b>	<b>17.2</b>	<b>10.6</b>	<b>29.1</b>	<b>16.8</b>	<b>23.6</b>	<b>2.6</b>
Lichfield	15.7	13.8	28.3	14.9	22.7	4.7
Newcastle	20.8	12.6	31.0	15.7	16.5	3.4
South Staffs	21.7	12.4	28.2	16.8	19.0	1.9
Stafford	13.0	12.1	28.7	18.0	24.5	3.6
Staffs Moorlands	19.3	11.3	30.2	16.5	20.7	2.0
Stoke on Trent	26.0	10.9	32.6	16.6	12.4	1.4
Tamworth	19.2	10.8	34.7	14.1	19.0	2.2

Source: Learning & Skills Council Staffordshire – Statistical Profile

This data could contrast with that from the 2001 Census of Population which found that resident adults aged 16-74 in East Staffordshire were much more likely than nationally to have NVQ level 2 or below as their highest level of qualification.

In fact, the Census shows that 31.8% of adults had no qualifications, with a further 38% having NVQ level 1 or 2. This could be possible if you consider the age range of the local population indicated earlier on in this report.

## Taught Learning

The 2002 Household Survey also looked at participation rates in taught learning. The results show that one fifth of East Staffordshire adult respondents have not undertaken any taught learning since leaving school. This is the second lowest rate across Staffordshire and is below the Staffordshire LSC area average of 22.9%.

The survey also found that 14.6% of East Staffordshire adult respondents are currently involved in a taught learning activity. This is just above the Staffordshire LSC area average of 14.5%.

## Non-Taught Learning

The Household Survey also looks at participation rates for non-taught learning. The results show that more than half (55.9%) of the East Staffordshire respondents have not undertaken any non-taught learning since leaving school. This is the highest rate within the county and far above the Staffordshire LSC area average of 44.4%.

Just 11.8% of local respondents are currently involved in non-taught learning activities. This is the lowest Staffordshire rate and is significantly below the Staffordshire LSC area average of 18.3%.

## Skills of the Workforce

The ability to be both literate and numerate is very important for an individual's employment prospects. The Basic Skills Agency defines basic skills as "the ability to read, write, and speak in English (or Welsh), and to use mathematics at a level necessary to function at work and in society in general". Those with poor basic skills can be categorised into three ability levels, which are:

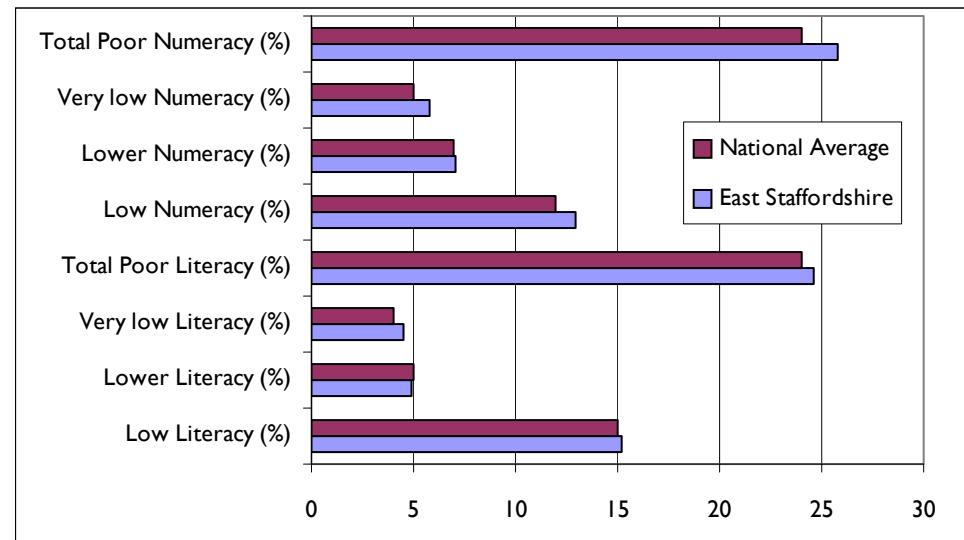
- 'Low' - borderline functional literacy and numeracy - could attain national standards with relatively limited assistance.
- 'Lower' - limited literacy and numeracy skills - would need directed assistance to reach national standards and would have difficulties in coping with some everyday tasks.
- 'Very Low' - severe literacy and numeracy problems - would need intensive assistance to reach national standards.

For East Staffordshire's working age population: -

- 24.6% possess poor literacy skills (very low, lower or low), compared to an average of 24.0% nationally.
- 4.5% have severe literacy problems (very low ability) compared to 4.0% nationally.
- In terms of numeracy 25.8% of East Staffordshire's potential workforce have very low, lower or low numeracy skills compared to 24.0% nationally.
- 5.8% have severe numeracy skills (very low ability) compared to 5.0% nationally.

The figure below shows the literacy and numeracy levels for the working age population of East Staffordshire and compares them with the national averages.

**Figure 30: % Popn Aged 16-60 with Poor Literacy/Numeracy**



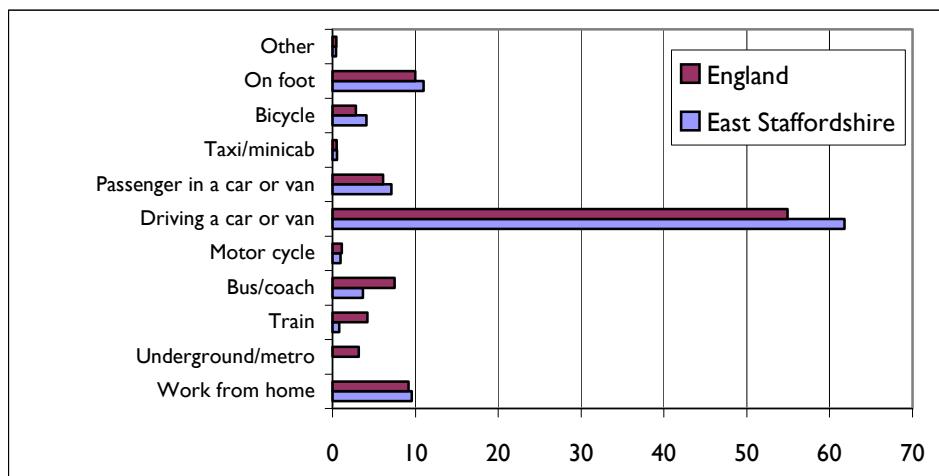
Source: The Basic Skills Agency 2001

Poor skills in the working age population is also emphasised in the Annual Population Survey (Jan – Dec 2006) which discovered 19.9% of working age residents within East Staffordshire have no qualifications. This compares unfavourably with the county (17.2%), regional (17.5%) and national (13.8%) estimates. However, for those at the higher end of the qualification scale, 26.8% of East Staffordshire working age residents are qualified to NVQ 4 and above, which is above the Staffordshire (24.8%) and the West Midlands (23.9%) averages but below the England and Wales figure (27.0%).

## Transport

In the 2001 Census residents aged 16 to 74 who were working in the week before the Census were asked to give their main method of transport to work. East Staffordshire Borough Council has adopted a Green Travel Plan to encourage more sustainable means of transport. However, as the figure below clearly shows, driving a car or van is the most common means of getting to and from the workplace. This method is used by 61.8%, which is significantly above the national average of 54.9%.

**Figure 31: Travel to Work Transport Methods - 2001 (%)**



Source: 2001 Census Area Statistics

However, despite the high percentage of car or van drivers, East Staffordshire has a higher rate than the national average for the more 'greener' methods: - foot, bicycle, working from home and car share.

## Commentary

School results for 2007 show a positive trend. Key Stage 2 results are above the national average for all three subjects – English, Maths and Science. GCSE results in East Staffordshire have also seen a noticeable improvement and are now significantly above the national average in 2007 compared to the almost comparable level that they were at in 2004. GCSE attainment data is also available for those who achieve 5 or more A to C grades including English and Maths. Once again East Staffordshire is above the county and national averages but there are significant differences when looking at individual schools and the results in 2007 range from just 23% attainment to 94%.

The desire for pupils to continue in full time education after 16 remains high as it is good for raising the skills base, which the Government and business sector continue to encourage. However, GCE results (post 16 education) are below county and national averages. Raising school leaver skills becomes more important when you consider the high proportion of adults with no qualifications (2001 Census). If you also consider the poor literacy and numeracy levels of the 16-60 year old population, having well educated young people entering the workforce becomes crucial to local economic progress.

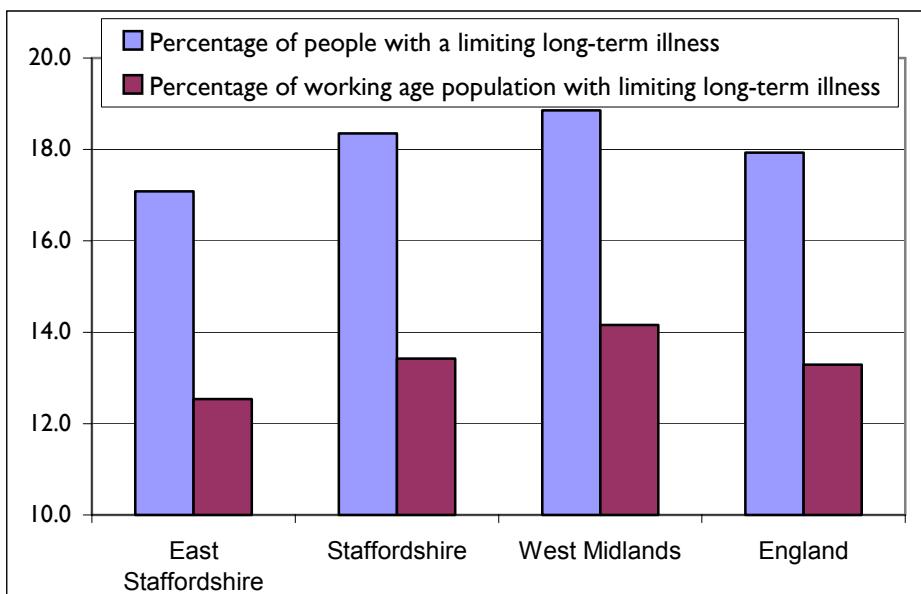
The majority of East Staffordshire residents travel by car or van to work and the rate is significantly above the national average. However, there are also relatively high proportions that walk to work or bike to work. Bus travel is half the national rate. With new employment areas located on the edge of town, rather than in town, the ability of people to walk or cycle to work will become less and this will put pressure on the road system.

# Health

## Limiting Long Term Illness (LLTI)

Health has a very important impact on the economy - a healthy population equates to a healthy workforce. It is therefore valuable to monitor the health of the local population and one measure is the long-term illness rates. The figure below identifies the percentage of people living with a limiting long-term illness (LLTI) - defined as any long term illness, health problem or disability, which limits daily activities or work.

**Figure 32: Percentage of People Living with a LLTI - 2001**



Source: 2001 Census Area Statistics

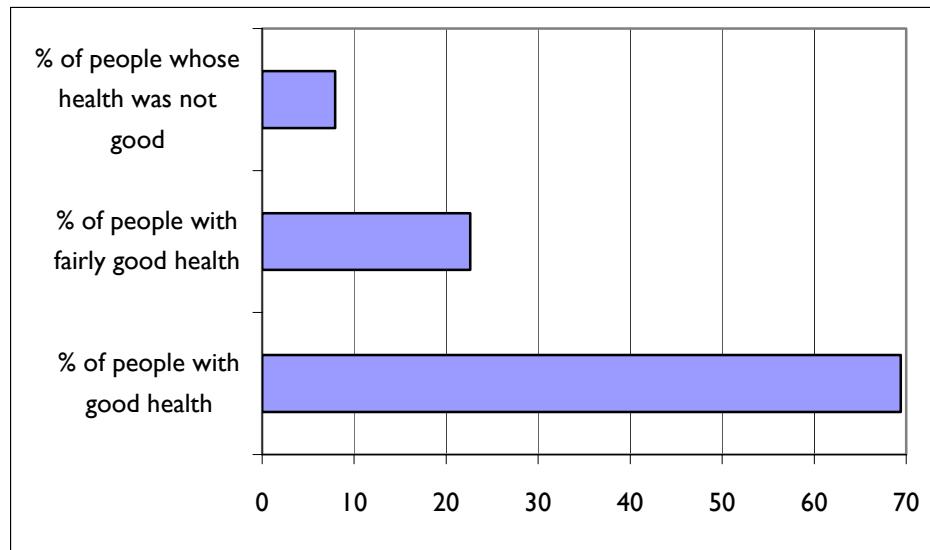
According to the 2001 Census:

- 17.1% of East Staffordshire residents are living with a limiting long-term illness.
- This is lower than the Staffordshire average of 18.4% and it is also lower than both the West Midlands and England rates of 18.9% and 17.9% respectively.
- 12.5% of East Staffordshire residents of working age have a limiting long-term illness.
- Once again the Borough rate is below the Staffordshire, West Midlands and England averages of 13.4%, 14.2% and 13.3% for those of working age.
- Almost one third of households within East Staffordshire (32.1%) have at least one person living with a LLTI.

## Standards of General Health

In the 2001 Census residents were asked to assess their general health over the 12-month period prior to Census Day. Within East Staffordshire 69.4% assessed their health to be good, which is above the county, regional and national rates. A further 22.6% stated it to be fairly good. However, 7.9% of the local population believed their health had not been good during this time.

Although this represents over 8,200 residents it is still below the rates expressed across Staffordshire (8.9%), the West Midlands (9.7%) and England (9.0%). However, there are five wards with rates above the Staffordshire and England averages for 'not good' health. As with the highest LLTI rates, these wards are all based within the Burton upon Trent area.

**Figure 33: General Health Self Assessment (%)**

Source: 2001 Census Area Statistics

Data can also be extracted from the 2001 Census to compare how people perceive their health to be against the presence or not of a limiting long-term illness. The table below illustrates this.

**Table 8: Health Assessment & Limiting Long Term Illness**

	Good health		Fairly good health		Not good health	
	LLTI	No LLTI	LLTI	No LLTI	LLTI	No LLTI
England	4.0	96.0	32.2	67.8	84.3	15.7
West Midlands	4.1	95.9	32.4	67.6	85.1	14.9
Staffordshire	3.9	96.1	33.7	66.3	86.0	14.0
East Staffordshire	3.9	96.1	31.8	68.2	84.0	16.0

Source: 2001 Census Area Statistics

Of those East Staffordshire residents who consider their health to be good, 3.9% actually have a LLTI. Of those who consider their health to be fairly good, 31.8% have a LLTI.

Interestingly, 16.0% of local residents who class their health as 'not good' do not actually have a LLTI and must therefore attribute their poor health to another cause. This East Staffordshire rate of 16.0% is higher than the county, regional and national averages.

### Unpaid Care

Residents were also asked in the 2001 Census whether they provide any unpaid care. The provision of unpaid care was defined as 'looking after, giving help or support to family members, friends, neighbours or others because of long term physical or mental ill-health or disability or problems relating to old age'.

10.0% of the local population provide some level of unpaid care. This is slightly above the England average of 9.9% but below the Staffordshire (11.1%) and the West Midlands (10.6%) rates. Of the 10,354 East Staffordshire residents who do provide unpaid care, the majority (69.6%) provide between 1 and 19 hours per week.

However, 20.0% provide over 50 hours of unpaid care per week. This represents over 2,000 local residents.

## Health & Housing

The 2001 Census also enables us to cross-reference the health of the population with the facilities that they have in their place of residence. The table below compares the provision of central heating and private bath/shower and toilet facilities with the general health of East Staffordshire residents.

**Table 9: Health and Facilities in the Home**

East Staffordshire	All people	Good Health	Fairly Good Health	Not Good Health	Not Good Health as % of Total
All persons	102,590	71,569	23,077	7,944	7.7
<b>Persons with sole use of a bath/shower/toilet</b>					
Sole use of bath/shower/toilet	102,394	71,462	23,022	7,910	7.7
Central heating	87,402	61,964	19,100	6,338	7.3
No central heating	14,992	9,498	3,922	1,572	10.5
<b>Persons with no sole use of a bath/shower/toilet</b>					
No sole use of bath/shower/toilet	196	107	55	34	17.3
Central heating	122	68	36	18	14.8
No central heating	74	39	19	16	21.6

Source: 2001 Census Area Statistics

The final column shows those who's health is 'not good' as a percentage of all people in each category. For example 7.7% of all East Staffordshire residents felt their health was not good, and this rises to 10.5% of residents who have sole use of a bath/shower and toilet but no central heating.

However, this rises very sharply when looking at those residents who do not have sole use of bathroom facilities and who also do not have central heating – of these residents 21.6% described their health as 'not good'. This is almost three times higher than the Borough average for all residents of 7.7%.

## General Health & Overcrowding

The 2001 Census data allows us to see if there is a link between standards of general health and overcrowding in households.

As the table below shows there does not appear to be an obvious relationship between overcrowding and poor health. Of those people in good health but with a limiting long-term illness, 6.3% live in overcrowded accommodation. This is higher than those who are not in good health and so it is not possible to draw an obvious link between the two factors.

**Table 10: % of Residents in Overcrowded Accommodation**

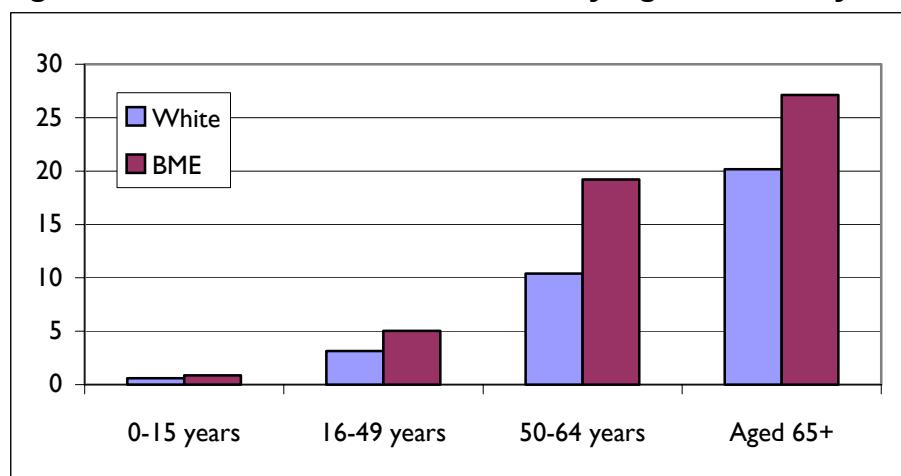
East Staffordshire Residents - 2001	% in Overcrowded Accommodation
All People with LLTI	5.3
All People without LLTI	5.3
Good Health with LLTI	6.3
Good Health with no LLTI	5.4
Fairly good health with LLTI	4.9
Fairly good health with no LLTI	5.0
Not good health & LLTI	5.2
Not good health but no LLTI	6.2

Source: 2001 Census Area Statistics

## Ethnicity & Health

The 2001 Census looks at the relationship between health and ethnicity. Only a fraction of residents aged 0-15 suffer from a LLTI and consider their health to be not good. However, the rates increase with age and are disproportionately higher amongst the Black & Minority Ethnic (BME) community.

**Figure 34: % LLTI & Not Good Health by Age & Ethnicity**



Source: 2001 Census Area Statistics

The graph shows the higher incidence of LLTI and poor health amongst the BME population. Of those aged 50-64 years, 10.4% of white residents have both a LLTI and poor health whereas almost twice as many BME residents in this age group (19.2%) suffer with this. For the over 65 age group, 20.2% of white residents compared to 27.1% of BME residents have both a LLTI and poor health.

## Life Expectancy 4

Life expectancy has been rising for many years and now females in East Staffordshire have a life expectancy of 80.6 years compared to 76.0 years for men. This does not tell the whole story about the gender differences though and the chart below shows the differences between local authority areas in Staffordshire.

**Figure 35: Life Expectancy at Birth 2003-2005**



Source: Neighbourhood Statistics

The chart shows that the life expectancy for males is below the regional and national average whereas the rate for females is similar to the West Midlands but slightly below that for England & Wales.

<sup>4</sup> South Staffordshire Public Health Network Profile and Compendium of Clinical and Health Indicators 2001

Within Staffordshire, East Staffordshire has a lower life expectancy at birth for males (76 years) compared to the 77.4 years in South Staffordshire. Females in East Staffordshire have an average life expectancy of 80.6 years. This is above the figure for Stoke-on-Trent City at 78.7 years but behind the 81.9 years for females in Stafford.

East Staffordshire has a larger discrepancy between male and female life expectancies of any district in Staffordshire at 4.6 years but below the 5.5 years in Stoke-on-Trent City.

East Staffordshire has a relatively high mortality ratio putting it in the bottom 20 percentile of all districts in the country in 2004 according to Local Futures. This means that it has a high mortality rate relative to what it should be given the age and demographic profile of the area.

### **Healthy Lifestyle**

The issue of a healthy lifestyle is one that has risen up the agenda in recent years and, with it, comes an increasing amount of data, which aims to help understand the health differences between areas.

### **Smoking**

A survey of smoking within East Staffordshire in 2000-2002 revealed extreme variations between wards. The proportion of people who smoked ranged from 36% in Burton ward and 34.2% in Stapenhill ward down to 14.4% in Bagots and 14.9% in Yoxall.

What is noticeable is the fact that the top seven wards in East Staffordshire for smoking prevalence are in the Inner wards of Burton. The one missing ward is Brizlincote, which displays different characteristics to the other Burton upon Trent wards in many areas, not just health.

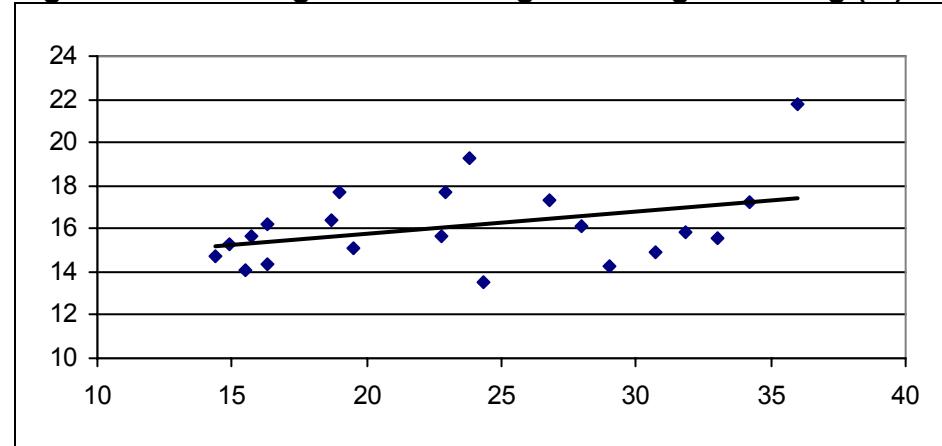
### **Binge Drinking**

The survey also found the levels of binge drinking across the Borough varied greatly at ward level. The proportion of people who admitted to binge drinking in 2000-2002 varied from 21.8% in Burton ward (the highest proportion) to 13.5% in Weaver ward.

However, this time the highest levels are not just confined to the Burton upon Trent area - two of the top five wards for levels of binge drinking are Heath and Town wards in Uttoxeter. Within Burton upon Trent, only Burton ward, Brizlincote, Stapenhill and Winshill are in the top eight.

The chart below compares the prevalence of smoking and binge drinking and the 21 plots refer to each ward. There is clearly an upward trend, as shown by the trendline, which means that there is a positive relationship between the two.

So, as the prevalence of smoking rises, there is a small but positive likelihood of there being a higher proportion of people binge drinking also.

**Figure 36: Smoking Prevalence against Binge Drinking (%)**

Source: Neighbourhood Statistics

Given that smoking and drinking are have historically been found together in pubs and clubs, this result is not too surprising but the figures may change in future if the smoking ban in pubs has an effect.

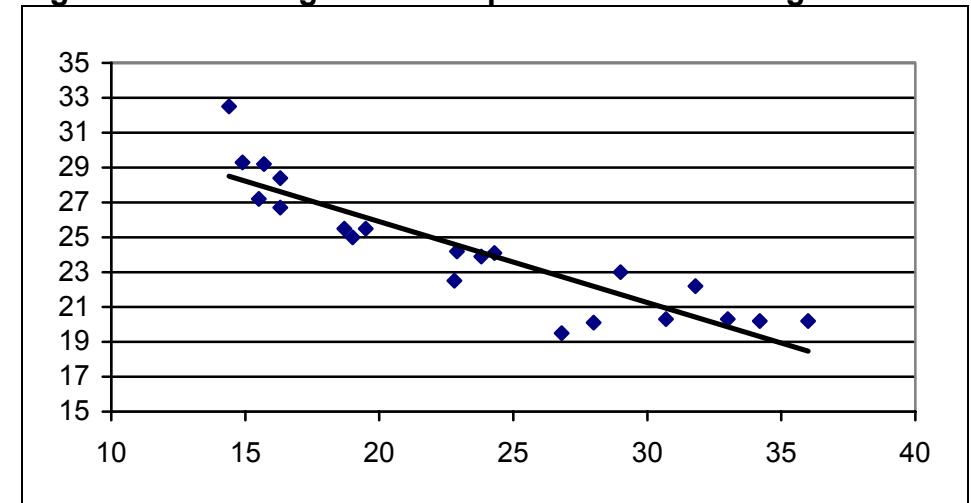
### Obesity

In the same manner as for smoking and binge drinking, estimates of obesity were made based on data from 2000-2002 for the East Staffordshire wards. The highest proportion of people regarded as obese were in Heath ward (31.1%). This was four percentage points higher than any other ward with Churnet next at 27.3%. However, four of the next five wards are found in Inner Burton. At the other end of the scores, the lowest proportions were found in Yoxall (18.8%) and Bagots (19.3%). With the levels of obesity for residents of Abbey and Crown also below 20%, the survey results suggest people in rural areas are less likely to be obese.

### Consumption of Fruit and Vegetables

The consumption of fruit and vegetables is linked to good health. The wards with the highest proportion of residents consuming the recommended levels of fruit and vegetables are Bagots (32.5%) and (29.5%) Yoxall. These are the same two wards as those with the lowest levels of obesity. It is revealing therefore that none of the top eight wards for the consumption of fruit and vegetables are in Inner Burton or Uttoxeter.

These four different measures look at both the positive and negative aspects of measuring a person's health. The previous chart has already shown that there is a relationship, albeit small, between smoking and binge drinking. The chart below looks at rates of smoking and the consumption of fruit and vegetables.

**Figure 37: Smoking & Consumption of fruit and vegetables**

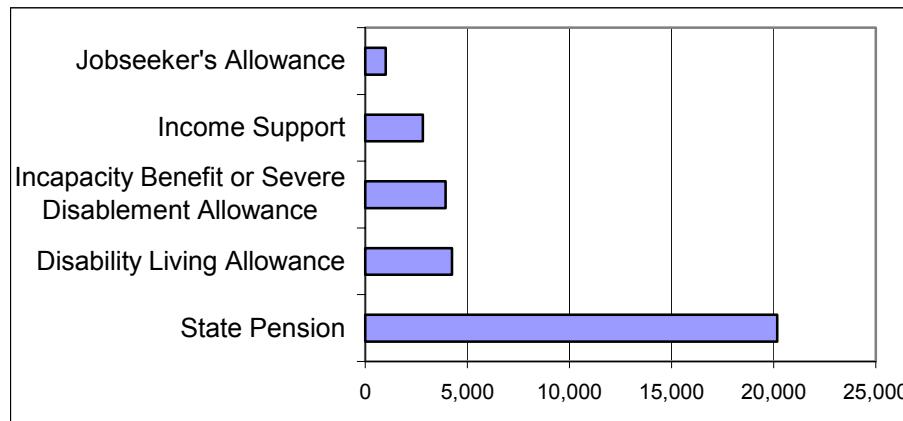
Source: Neighbourhood Statistics

The chart shows the relationship between the levels of smoking and the levels of fruit and vegetable consumption. The relationship is strong and negative, clearly showing that the proportion of people smoking in the East Staffordshire wards falls as the consumption of fruit and vegetables increases. There is also a similar relationship between obesity and the consumption of fruit and vegetables but not quite as strong, which suggests lifestyle choices are being made.

### Benefit Claimants

The number of claimants for certain benefits illustrates the percentage of the population who are not able to work, for different reasons. This has an immediate effect on the economy of the area. An easy example is the number of people claiming the State Pension. In East Staffordshire, there were 20,180 people claiming it in May 2007.

**Figure 38: East Staffordshire Benefit Claimants May 2007**



Source: Department for Work & Pensions – Nomis

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### State Pension

This benefit highlights the increasing number of people who are outside the working age group and who may also put pressure on the health and social services sector in future years. As the table below shows more than one in five residents in eight of the Borough's wards claim the state pension. These wards with the highest proportion are, with the exception of Horninglow, in the rural areas of the Borough. This is to be expected when the age structure is considered, as the rural wards are more likely to have a higher proportion of residents aged over 60.

**Table 11: State Pension Claimants – May 2007**

Ward	Number of Claimants	% of Population (all people from 2005 Estimate)
Rolleston on Dove	885	27.4
Yoxall	640	23.8
Bagots	590	22.9
Tutbury & Outwoods	1280	22.8
Needwood	1235	22.6
Weaver	470	22.2
Horninglow	1595	20.4
Abbey	560	20.1
East Staffordshire	20180	18.8

Source: Department for Work & Pensions & 2005 Mid Yr Population Estimate

In terms of the actual number of State Pension claimants (as opposed to the proportion) the highest numbers are mainly found in the urban areas of Burton upon Trent and Uttoxeter, where the ward populations are obviously higher. The table below shows those wards with more than 1,000 claimants.

**Table 12: Numbers Claiming State Pension - May 2007**

Ward	Total claimants
Horninglow	1,595
Winshill	1,585
Stretton	1,570
Stapenhill	1,460
Tutbury & Outwoods	1,280
Needwood	1,235
Branston	1,180
Heath	1,130
Town	1,130

Source: Department for Work & Pensions - Nomis

### Disability Living Allowance (DLA)

Disability Living Allowance (DLA) is a benefit for people who become disabled before the age of 65 and is payable to people who are disabled and need help with personal care, getting around or both. Across East Staffordshire there were 4,245 DLA claimants in May 2007, which accounts for 3.9% of all residents (based on 2005 mid year population estimate).

The table below shows the proportion of people claiming Disability Living Allowance for those wards with the highest rate of take up. The wards shown all have a claimant rate above the East Staffordshire average and are all located within Burton upon Trent.

**Table 13: Disability Living Allowance Claimants – May 2007**

Ward	% of Population (all people from 2005 Estimate)
Stapenhill	6.7
Burton	5.9
Eton Park	5.8
Horninglow	5.6
Winshill	5.1
Shobnall	4.6
Anglesey	4.5
East Staffordshire	3.9

Source: Department for Work & Pensions & 2005 Mid Yr Population Estimate

### Incapacity Benefit/Severe Disablement Allowance (IB/SDA)

Incapacity Benefit (IB) is paid to people who are incapable of work and who meet certain contribution conditions. Severe Disablement Allowance (SDA) was paid to those unable to work for 28 weeks in a row or more because of illness or disability. Since April 2001 it has not been possible to make a new SDA claim.

The table below shows the proportion of people claiming these benefits and those wards with the highest rate of take up. The wards shown all have a claimant rate above the East Staffordshire average of 6.0% and with the exception of Churnet are all located within Burton upon Trent.

As the table shows the highest claimant rate is in Burton ward where one in every seven residents of the 16 to 59/64 age group claim this benefit.

**Table 14: Incapacity Benefit & SDA– May 2007**

Ward	Proportion of people aged 16-59/64 (2001) claiming benefit
Burton	14.8
Stapenhill	10.5
Eton Park	9.4
Shobnall	9.1
Horninglow	8.4
Anglesey	7.4
Winshill	7.0
Churnet	6.1
East Staffordshire	6.0

Source: Department for Work & Pensions & 2001 Census

### Income Support (IS)

Income Support is intended to help people on low incomes who do not have to be available for employment. It can normally be claimed by people who are:

- aged 16 or over;
- not working or working under 16 hours per week (and/or with a partner working under 24 hours);
- not required to be available for full-time employment; and in receipt of insufficient income to meet prescribed needs.

The table below shows the proportion of people claiming Income Support in those wards with rates above the East Staffordshire average. There are seven wards with above average rates and all seven are situated within Burton upon Trent. In fact the whole of Burton upon Trent, with the exception of Brizlincote ward, have rates above six percent. The Borough average is just 4.3%.

**Table 15: Income Support Claimants – May 2007**

Ward	Proportion of people aged 16-59/64 (2001) claiming benefit
Burton	11.9
Shobnall	8.9
Eton Park	8.8
Stapenhill	8.6
Anglesey	7.5
Horninglow	6.2
Winshill	6.1
East Staffordshire	4.3

Source: Department for Work & Pensions & 2001 Census

Burton ward has a claimant rate of almost three times the district average for Income Support. In contrast, in the rural wards of Abbey, Bagots and Crown, the proportion of residents aged 16 to 59/64 years that claim Income Support are all below 1%.

### Job Seekers Allowance

JSA is a benefit payable to unemployed people. In general, to be entitled to JSA, a person must be available for work for at least 40 hours a week and be actively seeking work. The table below shows those wards with an above average proportion of people (of those aged 16-59/64) claiming JSA. In total there are seven wards with rates above the East Staffordshire figure of 1.5%. Once again these are all located within Burton upon Trent and once again represent the whole town with the exception of Brizlincote ward. Burton ward has the highest claimant rate at 4.7%, which is more than three times higher than the Borough average. In contrast, the rural wards have claimant rates for Job Seeker's Allowance of 1% or below.

**Table 16: Job Seeker's Allowance Claimants – May 2007**

Ward	Proportion of people aged 16-59/64 claiming benefit
Burton	4.7
Anglesey	3.6
Eton Park	3.2
Shobnall	3.1
Stapenhill	2.6
Winshill	2.1
Horningley	1.7
East Staffordshire	1.5

Source: Department for Work & Pensions & 2001 Census

### Commentary

The 2001 Census found the Limiting Long-term Illness rate for East Staffordshire is lower than the county, regional and national averages. However the rate varies at ward level and six of East Staffordshire's 21 wards had a higher percentage of residents living with a long-term illness compared to the Staffordshire and England averages of 18.3% and 17.9% respectively. All six wards with higher LLTI rates are based within the Burton upon Trent area. The highest rate is in Burton ward at 22.9%. The figures also vary by ethnicity and are higher amongst the black & minority ethnic population. The 2001 Census also revealed the Borough's population believe they are in relatively good health compared to the national average. Again these figures vary at ward level.

When comparing the 2001 Census with results from the 1991 Census of Population there has been a significant increase in the number of people living with a long-term illness in East

Staffordshire. In 1991 12.2% of the population (10,800 residents) were living with a long-term illness but by the time of the 2001 Census this had increased to 17.1%, which represents 17,700 residents.

Where East Staffordshire households are noticeably different is in the amenities available within their houses. The proportion of households with no central heating is almost double the national average and this may affect people's health.

Life expectancy differences between men and women is highest in East Staffordshire of all Staffordshire districts and the issue seems to be mainly due to the lower life expectancy of men as the females' life expectancy in East Staffordshire is about average. The question is why is life expectancy low? Data from Neighbourhood Statistics has shown how smoking and binge drinking prevalence is generally higher in the Inner Burton wards and also Uttoxeter has a higher proportion of binge drinkers. Also, obesity tends to be higher in Burton upon Trent and the consumption of fruit and vegetables is below average.

A number of different types of benefits are available for people. The highest number of people claim the State Pension and this is unsurprising given the age profile shown earlier. As the population profile changes over the next 25 years, there will be increasingly more people claiming this benefit.

With the exception of the state pension both income and health related benefit claimant rates tend to be above average for those living within Burton upon Trent, which, as is shown above, are more likely to have an unhealthy lifestyle.

# Deprivation

## Introduction

The Indices of Deprivation 2007 (ID 2007) are the Government's official measure of multiple deprivation and they are based upon small geographical areas called Lower layer Super Output Areas (LSOAs). These have between 1,000 and 3,000 people living in them, which allows the identification of small pockets of deprivation. It should also be noted that the ID 2007 is based mainly upon 2005 data and therefore changes that have taken place since this time will not be taken into account.

The ID brings together 37 different indicators, which cover the following seven specific aspects of deprivation: Income, Employment, Health and Disability, Education, Skills and Training, Barriers to Housing and Services, Living Environment and Crime. These are weighted and combined to create the overall ID 2007. There are also two supplementary indices – Income Deprivation Affecting Children and Income Deprivation Affecting Older People.

District level measures are more complex to understand but East Staffordshire tends to fall outside of the top third most deprived districts in the country. Future Government funding will be based on these indicators so it will be difficult to justify anything at this level. However, in a Staffordshire context the highest number of deprived areas across the county are in East Staffordshire and Newcastle-Under-Lyme. And therefore the indicators could be used to bid for funding at a county level.

One of the main purposes of the indices is to pinpoint smaller areas of deprivation that in the past may have been disguised due to their inclusion within more affluent wards.

## Indices of Deprivation 2007

The Overall Index of Multiple Deprivation is a measure of all seven aspects of deprivation (Income, Employment, Health and Disability, Education, Skills and Training, Barriers to Housing and Services, Living Environment and Crime).

There are 2 LSOAs in the top 10% most deprived LSOAs in England. These two are located within Eton Park and Shobnall wards. The Eton Park LSOA is located around Shakespeare Road, Masefield Crescent and Hunter Street, extending partly along Eton Road and Horninglow Road. The Shobnall area in the top 10% most deprived is around Casey Lane, Byrkley Street and Richmond Street extending partly along Gordon Street and Shobnall Street.

There are a further two LSOAs located within Stapenhill ward which are just outside of the top 10% most deprived areas in the country. In total there are 12 LSOAs in East Staffordshire that fall within the top 20% most deprived areas in England. All 12 of these are located within Burton upon Trent.

At the other end of the scale there are 15 LSOAs in the top 20% least deprived in England. Eight of these are within the top 10% and three are actually within the top 5% least deprived areas in England – these three are located within Yoxall, Stretton and Brizlincote wards.

### ***Comparison with the Indices of Deprivation 2004***

The ID 2004 found there were three LSOAs within East Staffordshire that were within the top 10% most deprived areas in the country. These three were located within Winshill, Shobnall and Stapenhill wards. The Winshill LSOA, which was the most deprived in the Borough in 2004, is now within the top 20% most deprived. The Shobnall LSOA, which was within the top 10% most deprived in 2004, is still within the top 10% most deprived in 2007. The Stapenhill LSOA in the top 10% in 2004 is now just outside the top 10%. The Eton Park LSOA, which is the most deprived LSOA in 2007, was just outside the top 10% in 2004.

### **Income Deprivation in East Staffordshire**

The purpose of this domain is to capture the proportion of the population experiencing income deprivation in an area. East Staffordshire has 12 LSOAs in the top 20% most income deprived in the country of which 2 are in the top 10% most deprived. These two are located within Anglesey and Shobnall wards. The most deprived area in terms of income is within Anglesey ward and covers Beech Street, Walker Street, Clarence Street, Napier Street and partly extends along Queen Street and Alma Street. In this small geographical area 37% of people experience income deprivation. The Shobnall LSOA within the top 10% most deprived covers Princess Street, Edward Street, Derby Street East and parts of Victoria Street and Derby Street. Here 34% of people experience income deprivation.

At the other end of the scale, there are 17 LSOAs in the top 20% least income deprived in the country of which nine are in the top 10% least deprived and three are in the top 5% least deprived. These three are located within Stretton, Brizlincote and Rolleston

on Dove wards. The LSOA within Stretton is the least deprived in terms of income and less than 1% of people living in that LSOA experience income deprivation.

### ***Comparison with the Indices of Deprivation 2004***

The ID 2004 highlighted three LSOAs within the Borough that were in the top 10% most deprived in terms of income. These were located within Shobnall, Winshill and Stapenhill wards. In 2007 the above LSOAs in Shobnall and Winshill are now just outside the top 10% most deprived in terms of income and the Stapenhill LSOA is now within the top 20% most deprived.

### ***Income Deprivation Affecting Children Index (IDACI)***

A supplementary Index has been created as a subset of the Income Deprivation Domain and represents the proportion of children aged 0-15 living in income deprived households. The ID 2007 identified 11 LSOAs in the top 20% most deprived in England of which one is in the top 10%. This LSOA is located in Winshill ward, around the Vancouver Drive, Kimberley Drive and Canterbury Road area. Here 48% of children under 16 live in families experiencing income deprivation.

There are 16 LSOAs in the top 20% least deprived in the country of which ten are in the top 10% least deprived LSOAs and five of these are in the top 5% least deprived. These five are located within Bagots, Stretton, Brizlincote, Yoxall and Rolleston on Dove wards.

### ***Comparison with the Indices of Deprivation 2004***

The Vancouver Drive, Kimberley Drive and Canterbury Road area of Winshill was also the most deprived LSOA in East Staffordshire

in 2004. The area of Shobnall, which was within the top 10% most deprived that year, is now within the top 20% most deprived.

### ***Income Deprivation Affecting Older People Index (IDAOP1)***

A supplementary Index has been created as a subset of the Income Deprivation domain and represents the proportion of older people aged 60 and over living in income deprived households.

East Staffordshire has 7 LSOAs in the top 20% most deprived in the country of which 2 are in the top 10%. The two most deprived areas are both within Shobnall ward – in the Byrkley Street, Casey Lane, Gordon Street area and the Edward Street, Princess Street, Derby Street East area. Within these two areas 43% and 40% of older people aged 60 and over respectively are living in income deprived households.

There are also 15 LSOAs in the top 20% least deprived in England of which six are in the top 10% and three of these are in the top 5% least deprived. These three are located within Stretton, Brizlincote and Rolleston on Dove wards.

### ***Comparison with the Indices of Deprivation 2004***

In 2004 East Staffordshire had 7 LSOAs in the top 20% most deprived in the country but none were in the top 10%. By 2007 2 LSOAs were in the top 10%. These two, which are located within Shobnall ward, were previously both within the top 20%.

### **Employment Deprivation in East Staffordshire**

This domain measures employment deprivation conceptualised as involuntary exclusion of the working age population from the

labour market. There are 7 LSOAs in the top 20% most employment deprived in the country of which two are in the top 10%. These two are located within Eton Park and Stapenhill wards. The most deprived LSOA in the Borough is within Eton Park where 21% of the people are employment deprived. This LSOA is located around Shakespeare Road, Masefield Crescent and Hunter Street, extending partly along Eton Road and Horninglow Road. In the second most deprived LSOA 20% of people are employment deprived. This LSOA is located within Stapenhill ward, around Short Street, Somerset Road down to Waterside Road and Northumberland Road.

There are also 21 LSOAs in the top 20% least employment deprived in the country (in 2004 there were 11). Eight of these are in the top 10% least deprived.

### ***Comparison with the Indices of Deprivation 2004***

In 2004 there was one LSOA within the top 10% most deprived – this was located within Stapenhill, in the same area as that above (Short Street through to Waterside Road). The LSOA located in Eton Park ward, which is currently the most deprived in the Borough, was within the top 20% most deprived in 2004.

### **Health Deprivation and Disability**

This domain measures rates of poor health, early mortality and disability in an area and covers the entire age range. There are 6 LSOAs in the top 20% most health deprived in England, all of which are located within the town of Burton upon Trent. There are none within the top 10%. The most deprived area is within Eton Park and covers Shakespeare Road, Masefield Crescent and Hunter Street, extending partly along Eton Road and

Horninglow Road. There are 9 LSOAs in the top 20% least deprived in the country. The least deprived in the Borough is within Yoxall ward.

### ***Comparison with the Indices of Deprivation 2004***

Previously there were 9 LSOAs in the top 20% most health deprived in the country. Again all were located within Burton upon Trent.

### **Education, Skills and Training Deprivation**

This domain captures the extent of deprivation in terms of education, skills and training in a local area. The indicators relate to education deprivation for children/young people in the area and also to the lack of skills and qualifications among a sub-set of the working age adult population.

There are 5 LSOAs in the top 10% most education deprived in England of which 2 are in the top 5%. These are both within Stapenhill ward in the area between Cumberland Road and Baker Street. The other three areas within the top 10% most deprived are located within Eton Park (around Shakespeare Road and Masefield Crescent), Shobnall (around Casey Lane, Byrkley Street and Richmond Street) and Winshill wards (around Canterbury Road, Kimberley Drive and Vancouver Drive). In total there are 15 LSOAs in the top 20% most education deprived.

At the opposite end of the scale there are 11 LSOAs in the top 20% least education deprived in the country of which 5 are in the top 10%. These five are located within the wards of Rolleston on Dove, Needwood (2 LSOAs), Bagots and Stretton.

### ***Comparison with the Indices of Deprivation 2004***

In 2004 there were 14 LSOAs in the top 20% most education deprived in the country of which 2 were in the top 5%. These two are the same two LSOAs that are currently within the top 5% most deprived in England.

### **Barriers to Housing and Services**

This domain measures barriers to housing and key local services and covers 'geographical barriers' and 'wider barriers' which includes issues relating to access to housing, such as affordability.

There are 12 LSOAs in the top 20% most deprived in England of which 7 are in the top 10% most housing and services deprived in the country and 2 of these are in the top 5% most deprived.

These two are located within Abbey and Bagots ward. In contrast to the other domains deprivation for this measure is mainly felt outside of the Burton upon Trent area, in the more rural wards. The other LSOAs in the top 10% are located within the wards of Yoxall, Abbey, Branston, Tutbury & Outwoods and Crown.

There are 19 LSOAs in the top 20% least deprived in the country of which 7 are in the top 10% and two of these are within the top 5% least deprived. These LSOAs are mainly located within Burton upon Trent.

### ***Comparison with the Indices of Deprivation 2004***

In 2004 there were 9 LSOAs in the top 20% most housing and services deprived in the country of which one was in the top 5% in the country. This area was within Bagots ward.

## Crime Deprivation

This measures the rate of recorded crime for four major crime types – burglary, theft, criminal damage and violence. There are 6 LSOAs in the top 20% most crime deprived areas in the country of which one is in the top 10% most deprived in England. This LSOA covers the whole of Burton ward.

There are 18 LSOAs in the top 20% least crime deprived areas in England. Six of these are in the top 10% least deprived of which two are in the top 5% in the country – these two are located within Churnet and Weaver wards.

### ***Comparison with the Indices of Deprivation 2004***

In 2004 there were 9 LSOAs in the top 20% most crime deprived areas in the country of which two were in the top 10%. One of these is the Burton ward LSOA which is still within the top 10% in 2007. However in 2004 the most deprived area was in Winshill (located around the Vancouver Drive, Canterbury Road area) and this LSOA has now improved its ranking to be within the top 30% most deprived in England.

## Living Environment Deprivation

This domain focuses on deprivation with respect to the characteristics of the living environment. It measures the ‘indoors’ living environment (quality of housing), and the ‘outdoors’ living environment (air quality and road traffic accidents).

There are 19 LSOAs in the top 20% most deprived in the country for the Living Environment domain of which 14 are in the top 10% most deprived and 12 of these are actually within the top 5% most

deprived. Of these 5 are within the top 1% most deprived LSOAs in England. The most deprived LSOA is within Eton Park around the Shakespeare Road and Masefield Crescent area. Another area of Eton Park is also within the top 1% - this covers Victoria Crescent, Dallow Crescent, Parker Street and the Derby Turn area of Derby Road. There are also two areas of Shobnall within the top 1% most deprived – these are located within the Edward Street through to Derby Street East area and the Byrkley Street, Casey Lane, Gordon Street area. The fifth LSOA within the Borough that is within the top 1% most deprived is located within Anglesey ward – this is around the Napier Street, Clarence Street, Beech Street and part of Queen Street area. The 14 LSOAs that are within England’s top 10% most deprived are all located within Burton upon Trent. They cover all of Anglesey ward (4 LSOAs), all of Burton ward (1 LSOA), around three quarters of Eton Park (3 of the 4 LSOAs) and a similar amount of Shobnall, two of the five Stapenhill LSOAs and an LSOA within Horninglow.

In contrast six areas of the Borough are within the top 20% least deprived in England and two of these are within the top 10%. These are located within Brizlincote and Branston wards.

### ***Comparison with the Indices of Deprivation 2004***

In 2004 there were 20 LSOAs in the top 20% most deprived in the country compared to 19 in 2007. However 5 of these were in the top 5% and this has now increased to 12. These 5 were located within Shobnall (2 LSOAs), Anglesey (2 LSOAs) and Eton Park. The most deprived LSOA in 2004 is the same as the most deprived in 2007 - the Shakespeare Road and Masefield Crescent area of Eton Park.

## Car or Van Availability by Households

The 2001 Census provides data on the number of cars or vans available for use by each household. As the table below shows 44.1% of households in East Staffordshire have just one car or van – this is above the county, regional and national rates. However, at 23.3% East Staffordshire has fewer households without any cars/vans than regionally and nationally.

**Table 17: Number of Cars/Vans per Household**

Number of Cars	None	One	Two	Three	Four +
England	26.8	43.7	23.6	4.5	1.4
West Midlands	26.8	42.9	24.2	4.7	1.4
Staffordshire	19.7	42.9	29.6	5.9	1.9
East Staffordshire	23.3	44.1	26.5	4.8	1.4

Source: 2001 Census Area Statistics

The 2001 Census also allows us to see if there is a relationship between car availability and health.

**Table 18: % Residents with Car Availability by Health**

Number of Cars/vans in Household	All People	LLTI	No LLTI
None	16.5	32.3	13.4
One	42.0	44.7	41.5
Two or More	41.5	23.0	45.1

Source: 2001 Census Area Statistics

As table 18 shows those residents with a LLTI are more than twice as likely to live in a household without access to a car than those without a LLTI - 32.3% of East Staffordshire residents with a LLTI live in a household without a car compared to 13.4% of those without a LLTI.

## Free School Meals

There are over 1,700 school children eligible for free school meals in East Staffordshire. As the table below shows 10.6% of primary school children in the Borough are eligible, which is above the Staffordshire average. 7.6% of secondary school pupils are also eligible, which is equal to the county average.

**Table 19: Free School Meal Eligibility – October 2007**

	East Staffordshire	Staffordshire
Primary	10.6	9.7
Secondary	7.6	7.6
Special Schools	32.2	28.2

Source: Staffordshire County Council

However, what the table does not show is the wide variation at the individual school level. Looking at the primary schools over a third of pupils at Waterside Community Junior School (36.9%) are eligible compared to no pupils at All Saints CE(VC) First School, St. Peter's CE(VC) First School and Henry Prince CE(C) First School.

When comparing the secondary schools the range is less extreme but still varies significantly from almost one fifth of pupils (17.8%) at Paulet High School to just 1.6% at John Taylor High School.

## Crime

The table below shows the crimes recorded by the police during the period 2006 to 2007. Violent crime is the most common crime in East Staffordshire at 22.1 per 1,000 population, which is above the national average of 19.3 per 1,000 population.

The recorded rate for all other crimes though is below the national rate. Vehicle crime is the second most common crime in East Staffordshire, recorded at a 9.2 offences per 1,000 population, or 18.1 per 1,000 vehicles, which is considerably below the England and Wales rate.

**Table 20: Police Recorded Crime – 2006/07**

	East Staffordshire	England & Wales
Dwelling burglaries per 000 households	9.8	13.1
Dwelling burglaries per 000 residents	4.06	5.47
Robbery offences per 000 population	0.64	1.86
Sexual offences per 000 population	0.92	1.06
Vehicle crimes per 000 population	9.23	14.24
Vehicle crimes per 000 vehicles	18.09	31.8
Violent crimes per 000 population	22.12	19.28
Total offences per 000 population	54.09	60.73

*Source: Local Knowledge; Police Recorded Crime of six key offences*

However, despite the Borough's lower crime rates in general, the number of crimes over the long-term (between 1999 and 2006) actually increased in East Staffordshire by 14.5%.

This is the highest percentage increase in Staffordshire and is almost three times the national rate of 4.5%.

**Table 21: Percentage Change in Total Offences**

	Long-term (1999/2000 - 2005/2006)	Short-term (2005/06 - 2006/07)	
East Staffordshire	14.53%	Stoke-on-Trent City	5.52%
Tamworth	9.13%	East Staffordshire	4.50%
Cannock Chase	8.20%	Stafford	0.94%
Staffordshire Moorlands	4.13%	Cannock Chase	0.11%
Lichfield	3.47%	South Staffordshire	-0.08%
Newcastle-under-Lyme	-3%	Newcastle-under-Lyme	-0.32%
Stafford	-6.35%	Tamworth	-4.52%
Stoke-on-Trent City	-9.12%	Lichfield	-5.25%
South Staffordshire	-17.12%	Staffordshire Moorlands	-14.62%
England & Wales	5.46%	England & Wales	-1.81%

*Source: Local Knowledge; Police Recorded Crime of six key offences*

The short-term change in the number of offences is also poor in relation to neighbouring districts. Within East Staffordshire the number of total offences actually increased by 4.5% during the 12 month period compared to a 1.8% decrease across England and Wales.

## Commentary

The Indices of Deprivation 2007 can be used to identify potential areas of deprivation across the country. They are not perfect and there are some who believe that they do not identify the problems of deprivation sufficiently, particularly when looking at urban against rural wards. However, they are available at a Lower Super Output Area level (LSOAs are areas of between 1,000 and 3,000 people) and their purpose is to look below ward level and pinpoint small areas of deprivation.

The Overall Index of Multiple Deprivation is a measure of all seven aspects of deprivation (Income, Employment, Health and Disability, Education, Skills and Training, Barriers to Housing and Services, Living Environment and Crime). Within East Staffordshire there are 2 LSOAs in the top 10% most deprived in England. These two are located within Eton Park and Shobnall wards. There are a further two LSOAs located within Stapenhill ward which are just outside of the top 10% most deprived areas in the country. In total there are 12 LSOAs in East Staffordshire that fall within the top 20% most deprived areas in England. All 12 of these are located within Burton upon Trent.

The 2001 Census provides data on the number of cars or vans available for use by each household. East Staffordshire has fewer households without any cars/vans than regionally and nationally. No access to a car is often associated with deprivation. However, this varies at ward level and the rate is higher amongst the Burton upon Trent wards.

Free School meal data is also a measure of deprivation and the latest figures show that the percentage of pupils eligible for free a school meal in East Staffordshire's primary schools is above the county average.

Crime data from the latest Police Recorded Crime of six key offences shows East Staffordshire has a lower proportion of total offences compared to the national rate. However, the percentage changes in the number of total offences within East Staffordshire in both the long-term and the short-term are significantly above the national average. Also, violent crime is noticeably above the national rate (22.1 per 1,000 population compared to 19.3 respectively).

Overall, the data shows that deprivation does occur within East Staffordshire.

# Economic Forecasting

The report produced in 2005 by Optimat raised a number of findings about the current economic base of East Staffordshire and economic forecasts to 2020.

A summary of these findings has been outlined below.

## Current Economic Base

- East Staffordshire has a relatively low unemployment rate
- A higher ratio of jobs to the resident population, indicating the importance of inward commuting to the economy
- Annual wages in East Staffordshire are generally less than that for the West Midlands and the UK
- Relative productivity in manufacturing sectors is higher than that for the West Midlands and UK
- Relative productivity in the service-based sectors is below the UK average
- High employment levels in East Staffordshire, compounded with low wages could be a barrier to future growth and is likely to increase inward commuting from surrounding areas
- Manufacturing and the brewing sector accounts for a high proportion of employment and output
- Availability of skilled workers to meet the changing needs from a manufacturing to a service based economy will have implications for training

## Economic Forecasts to 2020

- Net increase in employment of 4,400 under a non-intervention strategy, but with a decline of around 3,500 manufacturing jobs including food and drink
- Service sectors such as financial & business services (3,500), health & education (2,200) and distribution & hotels (1,300) are forecast to be the main employment growth areas in East Staffordshire
- Employment growth of 10,100 is forecast in East Staffordshire by 2020 under a ‘maintaining the status quo’ scenario with similar levels of public sector intervention
- GDP per head of population is expected to be above the UK average by 2020
- Manufacturing output expected to grow as productivity improvements more than offset the declining workforce
- Large increases in jobs raises questions about the local infrastructure, inward commuting, availability of land and affordable housing
- Reallocation of jobs from manufacturing to services has implications for training needs
- Future demand for professional, associate professional & technical and administrative and secretarial skills up to 2020 is anticipated
- Forecast growth in tourism will play an increasingly important role in the sustainability of the rural economy
- Enabling average growth forecast rates to be realised by 2020 will require employment land to be available and public intervention may be required to enable this
- Availability of public sector funding suggests future intervention should be selective